

Online Base Transportation Service Quality and Customers Satisfaction Analysis

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Abstract	This study investigates how customer satisfaction is influenced by various service quality factors, including price, convenience, safety, and information and communication technologies (ICT). The study focused on Go-Jek users in Airmadidi and its surrounding areas, encompassing both frequent and first-time users. Data were collected using a Google Forms questionnaire from a sample of 315 respondents selected through convenience sampling. Prior to distribution, the validity and reliability of the questionnaire were tested with 37 respondents in a pilot study. Pearson correlation coefficients were calculated to assess the relationships between the different service quality attributes (safety, price, convenience, ICT) and customer satisfaction. The results revealed a strong relationship between customer satisfaction and the service quality factors of safety, price, convenience, and ICT. Among these factors, ICT showed the strongest association with customer satisfaction.
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1. INTRODUCTION

Transportation plays an important role in human life. According to Bolang et al., (2018) transportation serves as an important component to meet daily needs by facilitating the movement of goods and people between different locations, thus saving time. Over time, the transportation sector has been closely intertwined with technological advances (Wardani, 2017). Technology has changed the way individuals perform activities, making them more efficient and practical. Rifaldi and Sulistyowati (2016) emphasized that the rapid development of technology cannot be stopped. In particular, communication technology, including the internet, has become a significant driver of change. Online transportation services are an example of this transformation, which allows customers to book a vehicle through a mobile application, and the driver will respond quickly through the same application (Wallsten, 2015). Advances in communication technology currently benefit several online transportation companies, such as Go-Jek in Indonesia, which offers online transportation services (Chair et al., 2020). According to Wardani (2017), Go-Jek is a service-producing company that provides transportation services, founded in 2010 and introduced the idea of online transportation in Indonesia.

Parasuraman et al. (1988) found that service quality is one of the main aspects that can determine customer satisfaction and intention to use a particular product or service in the future

and has been confirmed in a study by Salameh and Hassan (2015). Quality of service attributes can be effective in the long run and competitively advantageous as suggested by Nasution (2004) and further affirmed by Caro and Garcia (2007). Service quality seeks to meet the needs and desires of customers, as well as the provision of delivery in accordance with customer desires. Meanwhile, customer satisfaction is a condition where a feeling of satisfaction arises in the customer when his desires are satisfied, with expectations after receiving the value of the product or service in accordance with customer expectations (Siagian, 2019).

The global emergence of COVID-19 forced many people to remain at home, leading to widespread operational disruptions (Ananda, 2021). Large-scale social restrictions (PSBB), one of the government's measures to stop the spread of the virus, severely limited people's mobility. For Go-Jek drivers, COVID-19 has brought considerable changes, where they now have to comply with safety protocols by wearing masks, gloves, and using hand sanitizers regularly. During LSSR, motorcycles are prohibited from carrying passengers, but are allowed to transport goods if they follow health guidelines (Damayanti, 2021).

Likupang, North Minahasa is encouraged to become one of the leading tourist destinations and Special Economic Zones (SEZ) by the Ministry of Tourism and Creative Economy of the Republic of Indonesia in 2019. This may encourage more visitors to North Minahasa, making it an important and interesting research object with Airmadidi as its capital.

Several studies have discussed customer satisfaction of online transportation consumers in other areas during normal market conditions or before the pandemic, the purpose of this study is to analyze the relationship between customer satisfaction and online transportation service quality in the North Minahasa area during the pandemic, so that based on this research, online transportation companies can enrich business strategies in providing satisfaction to customers with additional insights so that if similar circumstances occur, the company can determine the right strategy to provide satisfaction to its customers.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Go-Jek

Wahyusetyawati (2017) states that transportation is a commonly used way to move people or goods from one place to another. Innovation, as defined by Khasanah et al. (2016), is the methodical process of turning anything-including ideas, goods, information, and technology-into a high-value resource for the intended market. Innovation has the following properties: substitution, rotation, addition, rearrangement, elimination, and reinforcement. People need transportation options that are practical, safe, affordable, fast, readily available, fun, and safe. Young entrepreneurs have made considerable innovation in providing online transportation services by presenting innovative concepts as an answer to the community's need for affordable and accessible transportation (Tumuwe, 2018). Go-Jek is one of the innovations made, an application-based technology company that was founded by Nadiem Makarim that aims to fulfill that demand by making motorcycle booking simple and accessible through a smartphone

application. Go-Jek provides services for ordering food and drinks, shopping, transportation, and delivery of goods in the midst of traffic jams (Rizan, Yulianti & Rahmi, 2015).

Customer Satisfaction

According to Kottler and Keller (2008), building client loyalty requires a high level of customer satisfaction. When the actual performance of a good or service is contrasted with expectations, a person's feelings of satisfaction or dissatisfaction will be expressed. Companies must ensure that they meet or exceed consumer expectations because they know that strong customer satisfaction results in high customer loyalty. According to Oliver's (1980) "Disconfirmation of Expectation" theory, a consumer is satisfied when the product performs as expected or exceeds their expectations, and they are dissatisfied when their expectations do not match the actual performance. According to Saladin (2003) and Wijayanti (2020), customer satisfaction is a person's feeling of satisfaction based on a comparison between impressions, feelings, or results compared to expectations, and this is a desire that any organization wants to achieve.

Service Quality and Customer Satisfaction

The assessment of Service Quality has evolved significantly. Grönroos (1984) says that functional quality and technology are the two components that make up service quality. Technological standards are concerned with how clients interact with service providers. In contrast, functional consistency indicates how the service is provided. In other words, the way employees interact with consumers is influenced by customer insights. Service quality is one of the factors that affect customer satisfaction. Service quality measures the level of service based on customer happiness or dissatisfaction with the service (Christin, 2012). Whether or not the service quality of goods or services is achieved depends on the producer's ability to consistently meet customer expectations (Lupiyoadi & Hamdani, 2009). Service quality has a significant correlation with customer satisfaction in the service-based industry (Indrajit, 2020; Inaray et al., 2024; Lebo et al., 2023). Thus, to guarantee better service, management must make a clear definition of service quality and identify the most reliable assessment methods. Yavas et al. (1997) and Rantung et al., 2023 state that the fundamental element in customer satisfaction is the quality of service provided. Thus, service quality is very important, and when talking about customer satisfaction, service quality is often the first thing that comes to mind (Kelejan et al., 2022). According to Suhami, Talib, Bachok and Saleh (2018), there are four service attributes that need to be met in the online transportation industry to satisfy customers, namely safety, price, convenience and Information and Communication Technology.

Safety

Safety is one of the key considerations for customers when they drive. According to Suhami et al. (2018), safety checks are an important component that can attract customers to these services. The goal of safety riding is to reduce risks and increase safety while driving in order to create a safe environment where other passengers are not in danger, aware of potential

dangers, and aware of protection and countermeasures (Berlianto, 2007). Then the ease of identifying verifiable drivers provides a sense of security for passengers (Ari, 2017). In line with Go-Jek's transportation strategy (Go-Jek, 2020), a vehicle must be in roadworthy condition, have a maximum age limit of eight years (based on the year of registration), have a reliable engine, and have a functional interior. In accordance with Hafidloh and Marlana (2021).

H1: Go-Jek's safety is significantly correlated with customer satisfaction

Price

According to Grewal and Levy (2008), price is the entire amount that buyers are ready to give up to get a certain commodity or service. Price consists of the amount of money paid for goods or services and the value exchanged for consumer acquisition of ownership or use of these goods, according to Kotler and Armstrong (2012). If the price set by the business does not match the value provided, then the customer will not be satisfied, and if the value is higher than the price as perceived by the customer then customer satisfaction can be achieved (Gofur, 2019), and according to Aridinta & Widiyoko (2019), cheaper costs attract customers more than other conventional modes of transportation.

H2: Go-Jek's price is significantly correlated with customer satisfaction

Convenience

Service convenience is classified as the speed and comfort customers feel in choosing the service they want to get (Beauchamp and Ponders, 2010). Duarte et al. (2018) indicated that fast access to applications and the ability to connect with service providers immediately can be a measure of customer convenience in digital businesses. In addition, Berry et al. (2002) found that the time and effort customers spend on transactions are also important for measuring customer convenience.

H3: Go-Jek's convenience is significantly correlated with customer satisfaction

Information Communication Technology

The rapid evolution of information technology significantly impacts various aspects of human life. Today, many internet services directly engage customers, streamline daily activities and improve lives (Azizah & Adawia, 2018). According to Blurton (1999), Information and Communication Technology (ICT) encompasses diverse technical resources, including computers, the internet, and broadcasting technologies for the communication, dissemination, storage, and management of information. Siddiqi and Buliung (2013) stated that mobile devices and internet communications have revolutionized the provision of real-time information for transportation services, making travel more efficient and widely accessible. Chan et al. (2012) further reported that ICT plays an important role in optimizing travel time by systematizing the passenger pick-up and drop-off process.

H4: Go-Jek's ICT performance is significantly correlated with customer satisfaction.

3. RESEARCH METHOD

This research uses quantitative descriptive methodology by collecting data regarding service quality in relation to customer satisfaction through questionnaires. Descriptive analysis is a process to describe the level or condition of variables, and correlational research is recognized as a method to examine the correlation of two or more variables and how they relate to each other (Brown & Rodgers, 2002; Arends, 2009).

Population and Sampling Method

This study is using convenience sampling, which is according to Wienclaw (2019), collecting data from anyone who is willing to participate in the study, most approachable, or available to the researcher. This approach met the needs of the study as Go-Jek app users in Airmadidi the capital of North Minahasa regent were selected as respondents who were available in the data. The population of Airmadidi is estimated by the Central Bureau of Statistics of North Minahasa Regency to be around thirty thousand. The Slovin formula was used to calculate the number of samples needed for this study in this investigation, and the result was $n = 99.66$. Based on the above calculation, a minimum sample size of 100 respondents will be used in this study. The questionnaire was used as a data collection tool and was adopted from research conducted by Muhamad Zulhelmi Abdullah Suhami, Salim Abdul Talib, Sabainah Bachok, and Maria Mohd Saleh (2018), Feby Thung (2019), and Putri Fitri Yanti (2021). In accordance with the explanation given earlier, the people who answered the questionnaire were Go-Jek app users who had used the service; these people included first-time users and frequent users. Using the social media network WhatsApp, an online survey in the form of a Google Form was sent out, making it easier for respondents to complete the questionnaire. As a research instrument, the questionnaire used consisted of 33 questions, which consist of Safety: 5 questions, Price: 4 questions, Convenience: 6 questions, Information and Communication Technology (ICT): 10 questions, Customer Satisfaction: 7 questions.

Three hundred and fifteen replies were sent by respondents which were accessible to the researchers on the day of data collection. Specifically, 216 female users and 99 male users answered the survey. The data of the research participants are shown in Table 1.

Table 1
Respondent's Demographic Profile

Category	Information	Amount	Percentage
Gender	Male	99	31,43%
	Female	216	68,57%
Total		315	100%
Age	<17 Year	19	6,03%
	17 - 24 Year	270	85,71%
	25 - 34 Year	19	6,03%
	35 - 44 Year	5	1,59%
	> 44 Year	2	0,63%
Total		315	100%
Occupation	Unemployed	11	3,49%
	Students	271	86,03%
	Private Employee	17	5,40%
	Entrepreneur	11	3,49%
	Government Employee	2	0,63%
	Other:	3	0,95%
Total		315	100%
Time-use	First-time user	111	35,24%
	Regular user	204	64,76%
Total		315	100%
Estimated monthly income	< Rp. 1.000.000	232	73,65%
	Rp. 1.000.000 - 3.000.000	51	16,19%
	Rp. 5.000.001 - 7.000.000	21	6,67%
	Rp. 3.000.001 - 5.000.001	5	1,59%
	> Rp. 7.000.000	6	1,90%
Total		315	100%
Domicile	Airmadidi	236	74,92%
	Kema	5	1,59%
	Manado	34	10,79%
	Tondano	20	6,35%
	Likupang	6	1,90%
	Other:	14	4,44%
Total		315	100%

Validity and Reliability

To ensure the reliability and statistical validity of the questionnaire, a sample of 37 Go-Jek users in Airmadidi was selected to complete the questions. The findings show that 31 out of 39 questions in the survey have statistical validity. Specifically, Table 2 lists four categories for safety, four for price, six for convenience, ten for ICT, and seven for customer happiness.

Nonetheless, the Cronbach's Alpha value of 0.96 indicates that the valid questionnaire items are still considered reliable (Table 3). Therefore, eight statistically invalid items were eliminated, leaving 31 statistically valid questions, which went through validation and reliability checks.

Table 2
Validity and Reliability Test Results

No.	Construct	Item Number
1.	Safety	1,2,3,4
2.	Price	5,6,7,8
3.	Convenience	9,10,11,12,13,14
4.	ICT	15,16,17,18,19,20,21,22,23,24
5.	Customer Satisfaction	25,26,27,28,29,30,31

Table 3
Questionnaire's Reliability Analysis (N = 31)

	N of Items
Cronbach's Alpha	
.96	31

4. RESULTS AND DISCUSSIONS

Safety

The average ratings and customer satisfaction levels for safety related Go-Jek service attributes are presented in Table 4. With a total mean score of 4.087 and a standard deviation of 0.769, the data shows that overall customer satisfaction with Go-Jek's safety service attributes is at a high level and the amount of safety non-compliant data is minimal. The use of Go-Jek services clearly focuses on safety and Go-Jek is required to comply with health regulations, guidelines, and precautions.

Table 4.

Safety	Mean	SD
I feel safe when using Go-Jek online motorcycle taxi service	4,121	0,699
Driver details are provided in the app	4,238	0,764
Driver behaviour demonstrates trust and safety (obeying traffic and health regulations)	4,149	0,778
Driver appearance (clean, attractive, professional)	3,841	0,837
Average Score	4,087	0,769

Mean score and standard deviation of Safety

Price

Table 5 below shows that consumers are generally satisfied with their average price, with a mean score of 3.898 and a standard deviation of 0.855, indicating that there is little variation in the amount of data related to price. Given Go-Jek's affordable prices, it is evident that consumers are satisfied with these prices.

Table 5

Mean score and standard deviation of Price

Indicators	Mean	SD
Navigation routing is reasonable and affordable	4,013	0,818
Go-Jek tariffs are affordable to the public	3,692	0,963
When using Go-Jek services, the tariff set is in accordance with the services provided	3,978	0,816
Go-Jek tariffs are in accordance with the benefits I expect when using it	3,908	0,822
Average Score	3,898	0,855

Convenience

Table 6 displays a descriptive analysis of the average convenience scores. Go-Jek has very high customer satisfaction ratings for the convenience service characteristic. The total mean score of 4.076 and standard deviation of 0.790, which shows that there is little spread in the data from convenience, indicates that overall customer satisfaction with the convenience service features at Go-Jek is very good. This proves that although Go-Jek is easy to use and pay for, users are happy with the convenience factor when using the service. In addition, clients can easily understand the navigation.

Table 6

Mean score and standard deviation of Convenience

Indicator	Mean	SD
Go-Jek is easy to order	4,337	0,779
Go-Jek payment transaction is convenient	4,406	0,677
I can get a driver quickly	3,803	0,888
Go-Jek's application navigation is easy	4,063	0,724
I feel comfortable when using Go-Jek online motorcycle taxi	4,054	0,778
Go-Jek drivers listen to my wishes and complaints	3,794	0,892
Average Score	4,076	0,790

Information Communication Technology

A descriptive analysis of the ICT mean and standard deviation is shown in Table 7. With a total mean score of 4.29 and a standard deviation of 0.791, the findings demonstrate that overall satisfaction with Go-Jek's ICT service features is at a high level and suggest that there is little data dispersion from ICT. This demonstrates how the sharing economy concept, which uses the internet and other ICT applications as platforms to trade goods and services, has undoubtedly altered the way a large portion of the globe runs. This demonstrates that the Go-Jek app's user-friendliness and appealing aesthetic endure despite the pandemic.

Table 7

Mean score and standard deviation of ICT

Indicator	Mean	SD
Go-Jek application is user-friendly	4,270	0,757
The information provided is adequate	4,162	0,759
Multimedia and graphics images and sound are appropriate	4,149	0,806
The app design looks attractive	4,2	0,807
The graphic presentation is attractive	4,168	0,798
Go-Jek application does not error frequently	3,597	0,885
Go-Jek application is easy to understand	4,260	0,729
Go-Jek application is flexible because it can be done anytime	4,330	0,817
Go-Jek app is easy to use during COVID-19	4,222	0,758
Go-Jek app is updated regularly during COVID-19	4,083	0,794
Average Score	4,144	0,791

Customer Satisfaction

The correlation of quality service variables with customer satisfaction is in Table 8, where it can be seen because the significant value for price, convenience, security, and ICT on consumer happiness is 0.00, or less than 0.05. Based on the table below, the security variable has a Pearson correlation of 0.682, the price variable is 0.686, the convenience variable is 0.748, and the ICT variable has a Pearson correlation of 0.776. In the interpretation of the degree of relationship, a significant relationship is indicated by a Pearson correlation value between 0.61 and 0.80. Thus, this provides an answer to the research question regarding the considerable relationship between customer happiness and service quality.

Table 8

Correlation of Service Quality and Customer Satisfaction

		Customer Satisfaction
Safety	Pearson Correlation	,682**
	Sig. (2-tailed)	0,000
	N	315
Price	Pearson Correlation	,686**
	Sig. (2-tailed)	0,000
	N	315
Convenience	Pearson Correlation	,748**
	Sig. (2-tailed)	0,000
	N	315
ICT	Pearson Correlation	,776**
	Sig. (2-tailed)	0,000
	N	315

** . Correlation is significant at the 0.01 level (2-tailed)

5. CONCLUSIONS

This study investigates the relationship between service quality attributes and customer satisfaction in the context of Go-Jek, a leading online transportation and delivery service in Indonesia. The study focuses on safety, price, convenience, and information and communication technology (ICT) as the main attributes that influence customer satisfaction.

The strongest correlation observed is between ICT services and customer satisfaction especially during the pandemic where direct human interaction is reduced, and the role of ICT is crucial to bridge the gap between companies and customers. This underscores the importance of technology in the emerging digital business world, especially for platforms such as Go-Jek, where higher quality ICT services are strongly associated with customer satisfaction. Users appreciate the simplicity and attractive design of the Go-Jek app, especially during the pandemic when the app remains user-friendly and regularly updated. Other factors that also contribute to customer satisfaction are convenience especially in the area of payment, this really help a lot during the pandemic as cash transaction is minimized, then prices that are clearly disclosed and in line with the service provided, and lastly the sense of security that customers feel are closely related to overall customer satisfaction.

This research was conducted in the North Minahasa area so it cannot be generalized to other regions, future research may dig deeper into post-COVID-19 online transportation customer satisfaction with target samples from other regions by adding other variables such as sales-promotion or even other methods such as qualitative. And for Go-Jek, in the future may consider offering special prices or features for students who cannot be separated from transportation services every day.

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