

## THE EFFECT OF SERVICE QUALITY TOWARDS GO-RIDE CUSTOMER SATISFACTION IN MALANG CITY

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### Abstract

*Malang is a densely populated city with 927,285 residents. This has an impact on the development of transportation to meet daily needs. Transportation services are very diverse, such as public transportation, buses, and motorcycle taxis. Nowadays, motorcycle taxi services have developed into online motorcycle taxis that provide convenience to the public. One of the services is Go-Ride. This transportation service is often used by customers in the city of Malang. Therefore, it becomes important to know the level of customer satisfaction fluctuates with the various services provided. The research is conducted by using quantitative method with random sampling technique (accidental sampling) of 100 respondents from 5 districts. The sampling technique use multiple linear regression analysis that is the analysis used with test instruments (validity and reliability tests) and classical assumption tests (tests of normality, heteroscedasticity and multicollinearity) as analytical tools. The results of this study are evidence of physical approval/ tangible (X1), Reliability (X2), Responsiveness (X3), Assurance (X4) and Empathy (X5) on customer satisfaction (Y) simultaneously having an influence significant. However, physically only tangible / physical evidence (X1) and empathy (X5) to related customer satisfaction, while other variables are not related such as Reliability (X2), Responsiveness (X3) and Assurance (X4).*

**Keywords:** *Tangible, Reliability, Responsiveness, Assurance and Empathy, Customer Satisfaction.*

### Abstrak

*Kota Malang merupakan kota yang padat penduduk dengan jumlah 927.285 penduduk. Hal tersebut turut berdampak pada perkembangan jasa transportasi untuk memenuhi kebutuhan sehari-hari. Jasa transportasi tersebut sangat beragam, seperti angkutan umum, bus, dan ojek. Jasa ojek sekarang tidak hanya ojek pengkolan akan tetapi sudah berkembang menjadi ojek online yang memberikan kemudahan kepada masyarakat. Salah satunya adalah Go-Ride. Go Ride menjadi jasa transportasi yang sering digunakan oleh pelanggan di Kota Malang. Maka dari*

itu, menjadi penting untuk mengetahui tingkat kepuasan pelanggan go-ride dengan beberapa pelayanan yang diberikan. Model penelitian ini menggunakan penelitian kuantitatif dengan teknik pengambilan sampel secara acak (*accidental sampling*) sebanyak 100 responden dari 5 kecamatan. Teknik pengambilan sampel ini menggunakan analisis regresi linier berganda adalah analisis yang digunakan dengan uji instrument (*uji validitas dan uji reliabilitas*) dan uji asumsi klasik (*uji normalitas, heterokedstisitas dan multikolinearitas*) sebagai pendukung alat analisis. Hasil dari penelitian ini adalah mutu pelayanan meliputi *Tangible/ bukti fisik (X1)*, *Reliability/ kehandalan (X2)*, *Responsivness/ daya tanggap (X3)*, *Assurance/ jaminan (X4)* dan *Emphaty/ empati (X5)* terhadap kepuasan pelanggan (Y) secara simultan mempunyai pengaruh signifikan. Namun, secara parsial hanya *Tangible/ bukti fisik (X1)* dan *Emphaty/ empati (X5)* terhadap kepuasan pelanggan yang mempunyai pengaruh, sedangkan variabel yang lain tidak berpengaruh seperti *Reliability/ kehandalan (X2)*, *Responsivness/ daya tanggap (X3)* dan *Assurance/ jaminan (X4)*.

**Kata Kunci:** *Tangible, Reliability, Responsiveness, Assurance dan Empathy, Kepuasan Pelanggan.*

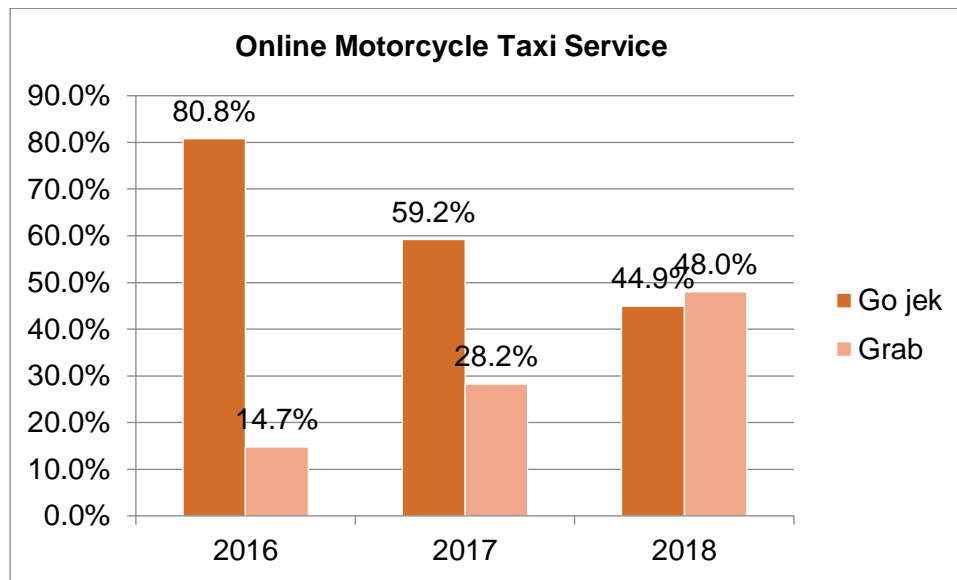
## INTRODUCTION

Technological developments have led companies to start expanding their business to online-based transportation. In Indonesia, online transportation service first appeared in the middle of 2015. One of the online-based transportation is an online motorcycle taxi which before known as “ojek”. Previously, ojek used a simple system which was only found in markets, schools and , in the alleyway, with a payment system in advance by customers and it was common for bargaining the fixed price between drivers and users. Currently, online motorcycle taxi service providers have been easily found, such as Go-Jek, Grab, Uber, Ok-Jek. All of these online service providers bring out an easiness for the users, that is by only ordering an online motorcycle taxi through the application and then the *driver* and price charged are listed.

One of the transportation online services in Malang is Go- Jek. The founders of Go-Jek, namely Nadiem Makarim and Michael Angelo Moran, were establishing this service in 2011. Go-Jek was introduced in 2015 which the applications can be downloaded on Android and iOS. It has operated in several areas in Indonesia such as Bandung, Malang, Surabaya, Makassar, Bali, Yogyakarta and so on. The service is not just marketing online transportation services (Go-Ride and Go-Car), but there are also many services that can be enjoyed, such as Go-Send (delivery of documents or packages), Go-Food (food delivery) and many others that offered by Go-Jek.

Go-Ride is a facility provided by Go-Jek in the form of an online motorcycle taxi. The way to use this service is quite easy, that is, the user must first have the Go-Jek application, then the user can order the motorcycle via Go-Jek application. For payments, Go-Jek offers two ways, namely in cash or through Go-Pay which is already available in the application. The rate charged is in accordance with the distance selected by the user. Go-Ride has several competitors, one of them is GrabBike from Grab. Grab itself has the same service as the one in Go-Ride.

**Figure 1.1 Percentage of Online Motorcycle Taxi Service**



Sumber: [www.top-brandaward.com](http://www.top-brandaward.com)

Top Brand Award is a website that is obtained from the results selected directly by the customer. The picture above shows that Go-Jek in 2016 experienced a very high demand from customers. However, consumer demand for Go-Jek has decreased slightly from year to year, while Grab has increased. It cannot be denied that Grab and Go-Jek compete with each other for customers. The contributing factor of the competition is price. This is the reason customers more selective to choose. To anticipate this situation, Go-Jek can anticipate it by creating customer satisfaction.

According to Parasuraman 1985 cited by Lupiyoadi (2001: 148), there are things or variables that affect the quality of service, namely physical facilities that can be felt and seen by customers (*tangibles*), service capabilities that can be handled immediately (*reliability*), the employees' ability in helping customers in difficulties and responsiveness (*responsiveness*), friendliness and politeness given to customers (*assurance*), and making a good and sincere communication to customers (*empathy*).

This study uses Go-Jek as the object of research. Go-Jek is the pioneer of online motorcycle taxi services, but Go-Jek is not free from various problems. Based on the results of the initial unstructured interviews with some customers of Go-Jek and refers to some previous research on the quality of service of Go-Jek, several problems showed up portraying that the quality of Go-Jek provide to customers has many weaknesses. These are the results of an unstructured interview with Go-Ride Customers in Malang City. Researchers found the problems that support this research more or less, those are: First, drivers are less friendly to customers and less secure to customers. For example, when driving, drivers are often reckless and do not comply with existing regulations. Second, when a customer has a Go-Send order, the status on application shows that the goods have been delivered and the driver has received money from the customer, but the customer does not receive the goods. Third, for Go-Ride bookings, drivers often suddenly cancel the orders with unreasonable reasons, then pick up in a long time, vehicle number plates do not

match, and when it rains the driver does not provide raincoats to customers . Based on the explanations above, the formulation of the problems that can be taken namely : (1) Does the service quality consisting of tangibles, reliability, responsiveness, assurance and empathy variable effect simultaneously towards Go-Ride customer satisfaction in Malang city? ; (2) Does the service quality consisting of tangibles, reliability, responsiveness, assurance and empathy variable partially effect towards Go-Ride customer satisfaction in Malang city?

## **1. Service Quality**

There are dimensions in service quality to define or measure the quality of good service suchlike tangible, reliability, responsiveness, assurance and empathy. The quality of service is influenced by the perception that a person feels. These perceptions are from past experiences and a person's personal needs. From this perception, the expectation of the service to be obtained ( $E_p = \textit{expectation}$ ) arises with the performance or the perceived results of the service ( $P_p = \textit{Perception}$ ). From the service expected and the service that is felt, it will form the concept of service quality. (Parasuraman, 2001: 162) Al-Qur'an has explained about the quality of service that is good and of high in quality and is able to give a good impression, which is described in the letter Al-Baqarah verse 267. Meaning: *"O believers! Donate from the best of what you have earned and of what We have produced for you from the earth. Do not pick out worthless things for donation, which you yourselves would only accept with closed eyes. And know that Allah is Self-Sufficient, Praiseworthy"*.

## **2. Service Quality Dimensions**

According to Tjiptono (2005: 14), the five dimensions that support service quality are: *Tangibles* (physical evidence). Physical evidence is directly related to facilities that consumers can actually feel, that is the equipment and technology used to provide services; Reliability is an action related to service performance accurately. In this case, the services provided must be accurate, on time, and without any gaps in the occurrence of errors. Accuracy and precision are able to give trust to consumers ; Responsiveness is the ability of employee to provide services responsively and the way they can help consumers. The point is in terms of the accuracy and speed of the employee provide to the customer. The responsiveness of employees is also a professionalism that can give the image of the company. Employees are said to be professional when they can carry out a job in accordance with their field and expertise. So that, consumer trust is the most important thing. Trust is a mandate given by consumers to employees

Assurance includes friendliness, comfort, trust and courtesy owned by employees. It can make consumers satisfied with the performance of the company and that will lead to loyalty to the company. Good assurance that must be given to consumers are those that are able to provide a sense of comfort, politeness and security which will later have an impact on the company's success; Empathy which is directly related to consumers includes attention and care given by employees. From this empathy, it is able to make consumers feel satisfied with their needs because employees provide good service to consumers. This empathy attitude is shown through helping consumers who need help and listening to all the complaints that consumers feel. Employees pay attention to increase consumer

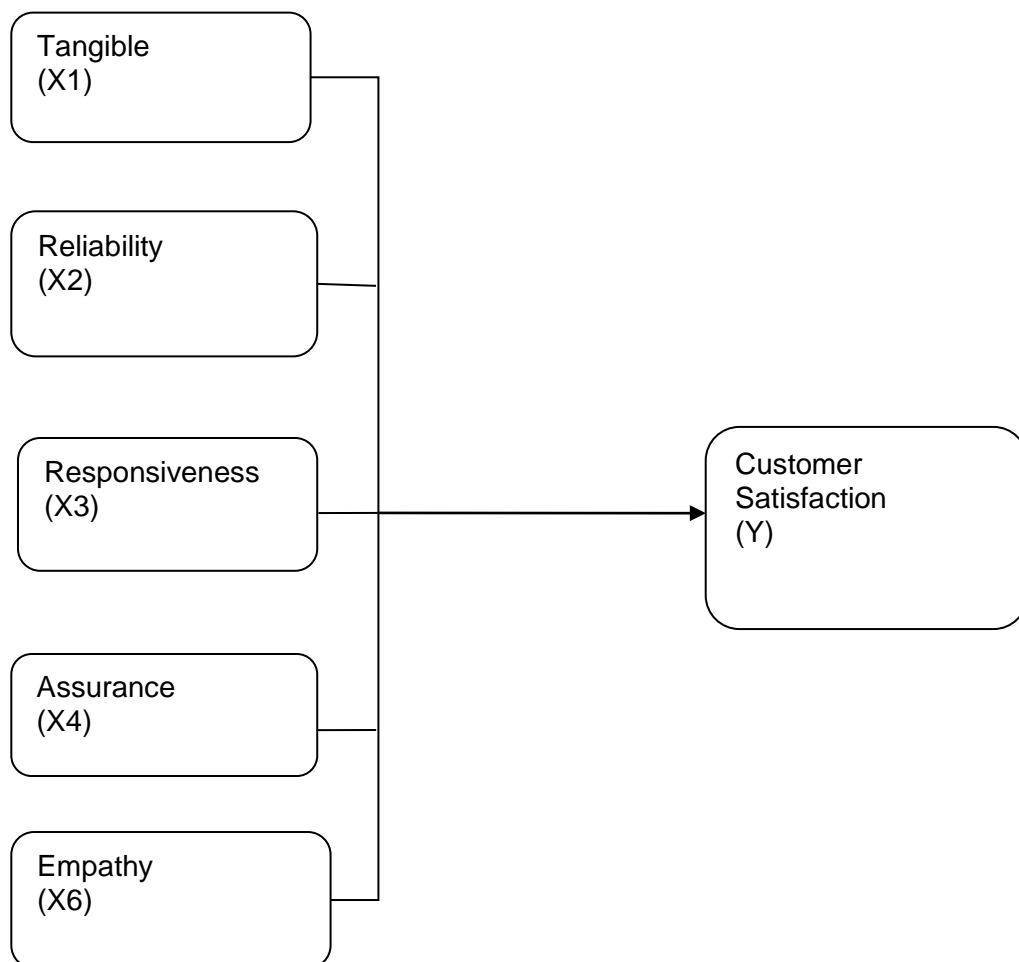
perceptions of company services which later on will provide a sense of satisfaction and be able to provide consumer loyalty.

### 3. Customer Satisfaction

Customer feelings after comparing the mismatch between expectations and performance is obtained by the so-called customer satisfaction (Rangkuti, 2006: 30). According to Kotler (2012: 177) satisfaction is when a person assesses the expected ability then a feeling of pleasure or disappointment arises over it. Dissatisfied is when the expected performance does not meet expectations and it is said to be satisfied if the performance exceeds consumer expectations. From some of the definitions above, customer satisfaction is when the customer feels the impact of the performance obtained compared to customer expectations before getting the performance or result. Customers are said to be satisfied if their expectations are in accordance with the results or performance and even exceed their expectations.

### 4. Conceptual Framework

Figure 2.1 Conceptual Framework



Source: processed data, 2019

## 5. Hypothesis

Hypothesis is a temporary answer to research problem that has been stated in the form of a question sentence (Sugiyono, 2012: 60). Referring to the background and problem formulation, the hypothesis that can be taken is: **H1** H1: Service quality variables include Tangible (X1), Reliability (X2), Responsiveness (X3), Assurance (X4) and Empathy (X5) have a significant influence on the customer satisfaction variable (Y) simultaneously.

**H2:** Service quality variables include Tangible (X1), Reliability (X2), Responsiveness (X3), Assurance (X4) and Empathy (X5) have a significant effect on the customer satisfaction variable (Y) partially.

## 6. Review of Related Literature

There is a research by Agustinawati (2016) entitled "Analysis of the Effect of Service Quality on Customer Satisfaction in Culinary Business with the SERVQUAL Approach. The result showed that the quality of service on customer satisfaction in culinary business 'Café" in Lhokseumawe which consists of tangible, reliability, responsiveness, assurance, and empathy have a significant effect simultaneously. The most dominant variable affecting customer satisfaction is responsiveness, this can be seen through the acquisition of the largest coefficient value, about 0.486. Sodikin (2012) in a study entitled "Effect of Services Against Satisfaction Customers at Cooperative Agree Jaya independently in Banar Lampung" found that the hypothesis is accepted, which there is an influence between services, namely tangible, reliability, responsiveness, assurance, and empathy on member satisfaction.

## RESEARCH METHOD

Quantitative research is the kind of research that is used to measure the variables tested in the form of numbers in population and the sample, then the data is analyzed. The approach used is survey research which refers to the distribution of questionnaires in a structured manner to respondents through statements or questions. (Maholtra, 2009: 196) The required population was all Go-Ride customers in Malang City which are spread over 5 sub-districts, namely Lowokwaru, Klojen, Kedungkandang, Blimbing and Sukun. As for the sample, due to the limitation information of researchers about the exact number of Go-Jek customer populations in Malang, the researchers used the formula from the *unknown population* (Frendy, 2011: 53)

$$n = \frac{Z^2}{4(moe)^2}$$

$$n = \frac{(1,96)^2}{4(0,1)^2}$$

$$n = 96$$

Note:

n : samples to be tested

Z : the level of confidence required, that is with the provisions of 95% = 1,96

moe : number of error tolerance with provisions of 10%

Since the sample results were 96 respondents, the researcher rounded it up to 100 respondents to be analyzed. The data analysis used was multiple linear regression, instrument test (validity test and reliability test) and classical assumption test (normality test, heteroscedasticity, and multicollinearity)

## **Operational Definition of Variables**

Variables are all the characteristics and values of a person, object or activity that has certain variations that are determined by the researcher to be understood and concluded. (Sugiyono, 2012: 38) In this study, the variables that are analyzed as follows :

### **1. Independent Variable**

The independent variable of the research is the dimension of service quality that includes

X1 : Tangible, which reflects the physical facilities of services such as motorbikes, eligibility of motorbikes, additional attributes required, and the appearance of Go-Ride drivers.

X2 : Reliability is the ability of Go-Ride drivers in providing services is carried out accurately.

X3 : Responsiveness, namely the ability of Go-Ride drivers to help and respond to customer requests and provide information on services to be provided and provide them quickly.

X4 : Assurance is the ability of Go-Ride drivers to build up a sense of security and trust in customers.

X5 : Emphaty, namely the Go-Ride driver pays attention to customers and communicates well with customers

### **2. Dependent Variable**

Dependent variable is a variable that is influenced by other variables. In this research, the dependent variable (Y) is Customer Satisfaction (Y), which is a comparison of customer expectations and perceptions towards attribute, dimension, and as a whole.

## **RESULTS AND DISCUSSION**

### **The Effect of Service Quality on Customer Satisfaction Simultaneously**

The first hypothesis is that the quality of service consisting of variable including tangible (X1), reliability (X2), responsiveness (X3), assurance (X4) and empathy (X5) have positive and significant effect simultaneously on variable customer satisfaction (Y). Based on the hypothesis above, the results of simultaneous testing (F test) are in accordance with the hypothesis used because  $F_{count}$  is greater than  $F_{table}$  which is  $14,647 > 2.31$  which means that there is an influence of service quality (X) on customer satisfaction (Y).

The result of research which suggesting something similar to the results of this study is research by Lili (2016) and Gilang (2017) which states that service quality (X) is significant and simultaneously has an influence on customer satisfaction (Y). The conclusion that can be drawn from the results of the first hypothesis F test is that service quality consisting of tangible (X1), reliability (X2), responsiveness (X3), assurance (X4) and empathy (X5) is indeed very necessary for the company, because service quality is one of the determining factors for customer satisfaction of a company.

Companies must provide good service quality if they want to get good feedback in the form of satisfaction from customers. In this case, Go-Ride has provided good service quality for its customers which includes supporting tangible (vehicles and additional attributes provided to customers), reliability (providing on-time service),

responsiveness (handling complaints swiftly), assurance (providing a sense of security to customers) and empathy (being friendly and polite).

### **The Effect of Service Quality on Customer Satisfaction Partially**

#### **1. Variable X1 (Tangible)**

The result of the t test for the variable tangible on customer satisfaction show the t value of 2015 > t table 1.985, it shows that the physical evidence variable has a significant effect on customer satisfaction. The result of this study is also in line with the research of Nafisa (2016) and Gilang (2017) which stated that physical evidence variables have a direct influence on customer satisfaction.

Physical evidence (tangibles) relates to visible physical facilities which including vehicles and helmets that are used in good condition, providing additional attributes such as masks and raincoats to customers, wearing identity and neatly dressed and shoes. From the research results, physical evidence turns out to be the main thing that is being customers' concern. This means that customers pay attention to the vehicle from the driver, the additional attributes provided, wear an identity and dress neatly are among the customer considerations for using Go-Ride services

#### **2. Variable X2 (Reliability)**

Reliability variable (X2) effect is not significant to the satisfaction of the customer (Y) shown in the frequency distribution of X2. The result which showing X2 has an insignificant influence is on item X2.2 with an average score of 4.18, namely that the driver gives notification when there is a delay in service. The reliability provided by the driver affects the satisfaction felt by consumers. One factor that builds reliability is by providing notification in the event of a delay. According to Gilang (2017) stated that the desire of customers to use online transportation services is of course inseparable from how the customer wants the service starting from the driver providing notification in the event of a delay in serving the customers.

The results of this study are in line with Nadiya (2017) which stated that the reliability variable has no effect on customer satisfaction. However, it is different from the research results of Gilang (2017) and Ulfa (2017), that the reliability variable has a positive and significant effect on customer satisfaction. This difference is due to differences in terms of the indicators used in the study, the research object, and the difference in the number of respondents.

#### **3. Variable X3 (Responsiveness)**

Responsiveness variable (X3) is not significantly influence the satisfaction of the customer (Y) shown in the frequency distribution of the variable X3. The result shows that X3 has an insignificant influence is on item X3.3 with an average score of 3.76, namely that the driver handles complaints swiftly. According to Tjiptono and Gregorious (2012: 232), responsiveness in service quality consists of several attributes, such as informing customers about the certainty of service delivery time, immediate/ fast service for customers, willingness to help customers.

Responsiveness is a form of service to customers suchlike confirming orders to customers quickly, arriving immediately after receiving orders and handling complaints swiftly. However, in this study, responsiveness to customers has no significant effect on customer satisfaction.

#### **4. Variable X4 (Assurance)**

Assurance variable (X4) effect is not significant to the satisfaction of the customer (Y) revealed in the frequency distribution of the variable X4. What shows



that X4 has an insignificant influence is on item X4.3 with an average score of 4.01, namely that the driver knows shortcuts. One of the things that make up the guarantee is that drivers know shortcuts. In this study, the point which states that drivers know shortcuts have a low average score which means that not all drivers know shortcuts. According to Tjiptono (2012) with regard to driver knowledge in fostering customer trust and confidence, which means that drivers must be able to provide trust to customers through providing accurate information to customers about shortcuts and ability to communicate friendly and politely to customers, so that customers feel comfortable.

The result of this study is in line with research conducted by Ulfa (2017) that the assurance variable has no significant effect partially on customer satisfaction. However, it is different from the research results of Gilang (2017) and Nadiya (2017) which showed that there is a positive influence between assurance and customer satisfaction. This is because there are differences in the indicators used for example in the number of respondents and in the locations used which affect differences in the results of the values that will be analyzed later.

Assurance can make consumers satisfied with the performance of the company and that will lead to loyalty to the company. A good assurance is that which is able to provide a sense of security, politeness and gentleness for consumers and which will have an impact on the company's success. This variable for measuring customer satisfaction on Go-Ride has no effect on customer satisfaction, although Go-Jek has provided comfort in serving customers, this service does not really affect their satisfaction. However, Go-Jek must still provide comfort when driving.

#### 5. Variable X5 (Empathy)

The results of the t test between the variables of empathy on customer satisfaction show the t value of  $3.955 >$  the value of t table 1.985. It determines that the variable empathy has a significant effect on customer satisfaction. The results of this study are in line with research conducted by Nadiya (2017), Gilang (2017) and Ulfa (2017) that there is a positive influence between empathy and consumer satisfaction.

This is also in accordance with the theory told by Lupiyoadi (2006: 128) that empathy is giving sincere and individual or personal attention to customers by trying to understand consumer desires. In this study, the empathy given by drivers to customers is good. Drivers are sensitive to customer wants and needs and are able to communicate with customers well and provide a sense of comfort.

## CONCLUSIONS

In reference to simultaneous test (F test), it is obtained that Fcount is 13,647 which is greater than Ftable which was 2.31, meaning that the results of the study proved that all independent variables consisting of tangible (X1), reliability (X2), responsiveness (X3), assurance (X4) and empathy (X5) simultaneously have a significant effect on the dependent variable, namely Customer Satisfaction (Y).

Formed on the partial analysis (t test), the results of the study prove that not all independent variables have an influence on the dependent variable as follows:

- a. Tangible dimension / Physical Evidence (X1) has a significant effect on customer satisfaction because the t value of the physical evidence variable is 2.015 and the t table value is 1.985, then t count  $>$  t table. By the time of increasing of 1%, so tangible will increase the level of customer satisfaction with a constant value or it

can be said that tangible affects the satisfaction of Go-Ride customers in Malang City.

- b. Dimensions of Reliability (X2) has no effect in significant to customer satisfaction Go- Ride in Malang for the value of t variable reliability is 1.154 and t table is 1.985, then  $t < t$  table.
- c. Dimensions Responsiveness (X3) has no effect significantly to customer satisfaction Go- Ride in Malang because t value variable responsiveness was 0.147 and t table is 1.985, thus  $t < t$  table .
- d. Dimensions Assurance (X4) has no effect in significant to customer satisfaction Go- Ride in Malang because t value assurance variable is 1,982 and t table is 1.985, then  $t < t$  table .
- e. The Empathy dimension (X5) has a significant effect on customer satisfaction because the t value of the empathy variable is 3.955 and the t-table value is 1.985, then  $t > t$  table . When there is an increase of 1%, empathy will increase the level of customer satisfaction with a constant value, or it can be said that empathy affects the satisfaction of Go-Ride customers in Malang City.

## **SUGGESTIONS**

Go-Jek in Malang City provides more high quality services to its customers because customers who use Go-Jek's services will use these services and will refer them to other people, if they get good quality service and are in accordance with their expectations. For further research, it is expected to look for other factors that affect customer satisfaction and involve many respondents in conducting research, so that it can produce better results and is expected to provide an explanation of Islamic studies per item used in research variables.

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