

WHAT INFLUENCES ONLINE TRANSPORTATION CUSTOMERS TO BE SATISFIED IN THE NEW NORMAL?

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ABSTRAK

Observasi ini bertujuan untuk meneliti pengaruh kualitas layanan dan kualitas website terhadap kebahagiaan pembeli penyedia transportasi online Gojek di masa new normal. Pendekatan yang digunakan dalam penelitian ini adalah studi kausal. Sampel berjumlah 100 pengguna internet Gojek yang berasal dari kota Tangerang, Provinsi Banten. Purposive sampling digunakan dalam pemeriksaan ini. Statistik diambil menggunakan instrumen kuesioner dan diolah menggunakan pendekatan Scala Likert Summated score (LSR) dengan skala 1 - 5. SPSS versi 25 digunakan untuk teknik evaluasi informasi. Dengan t hitung 6,286, hasil menemukan pengaruh positif dan signifikan dari karakteristik kualitas website terhadap kepuasan pribadi. Dengan t recall 0,811 maka tidak terdapat pengaruh positif dan signifikan sifat kualitas pelayanan terhadap kepuasan pengguna. Secara bersamaan, temuan pemrosesan fakta menemukan bahwa situs web dan layanan memengaruhi kebahagiaan pelanggan, diukur dengan nilai F hitung sebesar 59,298. R² sebesar 0,550 menunjukkan bahwa kualitas layanan dan website dapat menjelaskan dengan baik 55,0% faktor kepuasan konsumen. persamaan regresi kepuasan pengguna = 0,886+0,083 kualitas layanan+0,698 kualitas website+e.

ABSTRACT

This observation targets to research the effect of service quality and website quality on Gojek online transportation provider purchasers' happiness in the new normal. The approach used in this have a look at is causal studies. The sample included 100 Gojek internet users from Tangerang town, Banten Province. Purposive sampling was utilized in this examination. Statistics were retrieved using a questionnaire instrument and processed using the Scala Likert Summated score (LSR) approach with a 1 - 5 scale. SPSS version 25 was used for information evaluation techniques. With a t count of 6.286, the outcomes found a positive and significant effect of website quality characteristics on personal satisfaction. With a t remember of 0.811, there was no positive and significant influence on service quality traits on user satisfaction. Simultaneously, facts processing findings discovered that website and service impacted customer happiness, measured by the computed F value of 59.298. R² of 0.550 indicates that service quality and website can best explain 55.0% of consumer satisfaction factors. user satisfaction regression equation = 0.886+0.083 service quality+0.698 website quality+e.

INTRODUCTION

At this point, the transportation and communication era is a crucial part of human life and can not be separated. Because they're often used to simplify all human endeavors, it's clear that they ought to be useful. This has stimulated an increasing range of recent businesses, particularly transportation services. Because modern society wishes for transportation, this is fast, cosy, secure, and easy to discover. Severe site visitor congestion is a common problem in urban areas with massive populations and high car densities, and plenty of humans rely upon personal vehicles to get around. Network participants referred to that the use of public transport became extra challenging in the course of instances of disaster. as the contemporary international keeps increasing velocity and sophistication in all areas of human endeavour, from education and the financial system to social shifts in cultural norms and advances in scientific know-how and technological prowess human interest turns into more sensible and speedy.

Advances in person transportation services include online transportation options or ride-sharing through apps (Hausler et al., 2020), wherein passengers request rides (vehicles, bikes, and many others.) the usage of a mobile app, and drivers respond to those orders via the same app (Silalahi et al., 2017). Passengers who need to take a bike taxi may additionally do so by using an app on their smartphone to the region an order, and the taxi will pick them up. This has some advantages for both customers and drivers, including stepped forward cognizance of every different's whereabouts and the ability to observe specified statistics on vehicles and drivers (time efficiency). This development has facilitated the dissemination of expertise and the reputation of its advantages amongst town dwellers. Transportation groups that provide ridesharing and online services compete for clients by assembling international demands and enhancing first-rate in their services. Examples of ridesharing apps are Uber (USA), Lyft (USA), Curb (USA), Cabify (Spain), Bolt (Estonia), Careem (UAE), Ola Cabs (India), Didi (China), Grab (Singapore), and Kakao T (South Korea) (Wahyono, 2020).

Meanwhile, GoJek is one of Indonesia's most important transportation service carriers. There are several online modes of transportation available, but Gojek and Grab (Bayu, 2020) have the lion's proportion of the market and are in consistent opposition with one another. The transportation problem in metropolitan regions can be alleviated in element by way of the use of Gojek.

Students, employees, and the majority alike will not have trouble mastering how to use the Gojek app. Go-ride is a motorcycle taxi carrier supplied by Gojek, while pass-automobile is a vehicle taxi service. Other Gojek carrier gadgets encompass Go-Send, Go-Food, Go-Pulsa, Go-Clean, Go-Mart, Go-Shop, Go-Med, Go-Box, dan Go-Tix (Wayan & Suprapti, 2018). To live beforehand of the competition in the online transportation provider marketplace, companies need to be conscious of offering amazing customer service in various approaches (Handayani & Syarifudin, 2022) (Nurhikmah et al., 2022).

Gojek has grown swiftly globally for greater than a decade. Consequently, an interesting question has arisen. What changes have been updated to the quality of service and updated experience from online transportation? Understanding modifications within online transportation offerings inside and beyond can provide essential steering for trendy businesses, coverage makers, and business leaders concerning the industry's future development. Updated Hong et al. (2002), the fulfilment of an internet site is decided with the aid of the layout of an effective information machine (IS) and its marketing services in gaining know-how and up-to-date pleasure (Lin, 2007). As a result, up-to-date (Park & Kim, 2003) online up-to-date can boom up to user satisfaction and loyalty by presenting many advantages, including updated ease of use, carefully crafted personal interfaces, applicable data, diverse product details, and affordable prices (Verhoef & Langerak, 2001) (Park & Kim, 2003) (Lin, 2007).

Accessibility, reliability, communicate, empathy, competence, trust, timeliness, physical evidence, security, and providing and understanding consumer needs for the favoured service are just a few factors that can affect service quality. Commonplace court cases from drivers who are dissatisfied with the provider are related to drivers

taking too long to arrive at the choose-up place, pick-up points that don't match the application, and do not use any figuring out characteristics, exceptional ranges of service for each motive force and online-based orders made the use of a sure telephone people who've good specifications, have an effect on the constrained quantity of individuals who can access and revel in online Gojek offerings.

Through improving service quality (Handayani & Syarifudin, 2022)) and improving website quality (Lin, 2007) (Hendradi et al., 2017), customers can feel at ease and also make it easier for customers to apply the application. This growth is to create delight for the users themselves. If the user is satisfied, then all that stays is to get and keep consumer loyalty. User satisfaction could be very dependent on the assessment of the satisfaction of the products or services presented. Based on the troubles above, this has a look at pursuits to discover and examine how much effect website quality has on user satisfaction for Gojek online transportation in Tangerang city for the duration of the new normal period partly and simultaneously.

LITERATURE REVIEW

User Satisfaction

User Satisfaction can be considered an objective assessment if an opportunity product or service's performance meets or exceeds the user's pre-purchase expectations. While expectations and consequences are not met, dissatisfaction arises (Tjiptono & Chandra, 2012). (Philip Kotler & Keller, 2018) satisfaction is a pleasing or unpleasant feeling that a person stories because of comparing one's expectations of a product's overall performance with the product's real performance. Users will not be glad if the work no longer meets their expectations. Customers will be satisfied if their overall performance meets or exceeds their expectations. Users will feel very happy if the performance exceeds their expectations.

Website Quality

Website quality refers to the overall effectiveness or superiority of the website for conveying the proposed message to its viewers, guests, and visitors and,

consequently, for its usability, protection, exercise, and feature (Sun et al., 2022). Ranganathan & Ganapathy in Razak et al. (2016) said that in e-commerce, websites play a crucial function in attracting and preserving consumer interest in a domain. According to (Khai & Van, 2020), a website is not simply an information system but also a marketing channel. (Hendradi et al., 2017) that customers expect a website with high exceptional will boost user satisfaction for Gojek online transportation. Therefore, website quality is taken into consideration as key to attracting users.

Service Quality

service quality differs from user expectancies and experiences. Evaluating user perceptions of the service they assume with the service they get hold of can determine service is pleasant (Philip Kotler et al., 2019). Carrier exceptional is the company's top precedence and consists of its assets. Service quality is predicted and essential to meet consumer desires. If the provider acquired or perceived as the top is best. If the service meets user expectations, they're considered perfect. If the carrier received is lower than expected, it's far considered awful (Tjiptono & Chandra, 2012). For this reason, service satisfaction relies upon the enterprise's ability to fulfil personal needs.

Website Quality, Service Quality, and Customer Satisfaction

(Bell & Tang, 1998) investigates website effectiveness from a customer satisfaction attitude. (Jeong et al., 2003) in addition, consumer satisfaction performs an important role in the long-term properly-being of online shops. In B2C e-commerce studies, e-satisfaction changed into described and operationalized as a measure of satisfaction with internet buying, and it became determined that customer perceptions of convenience, merchandising (product services and product information), website design, and financial security had been great predictors of e-satisfaction (Szymanski & Hise, 2000). An empirical take look at by way of a web apparel store (Szymanski & Hise, 2000) observed that data fit to-task, transaction capability, and response time have been extensive predictors of consumer satisfaction. No matter the reality that previous research has diagnosed that various quality factors are vital determinants of patron

satisfaction, IS and advertising has not often been integrated to examine how machine first-class, data satisfaction, and service greatly affect consumer delight.

The principles of satisfaction and service quality (SQ) are usually used interchangeably (Lai & Chen, 2011). This can be because both standards originate from the disconfirmation principle (Miller, 1976), and each is related to an opening between perceived and expected overall performance. (Miller, 1976) distinguished the two ideas so that they square greater related to cognitive evaluation based on expectations of the ideal provider, even as satisfaction is more related to emotional evaluation after experiencing a carrier. Public transport users are now known as clients (de Oña, 2021). Therefore, consumer satisfaction (CS) is used in this look.

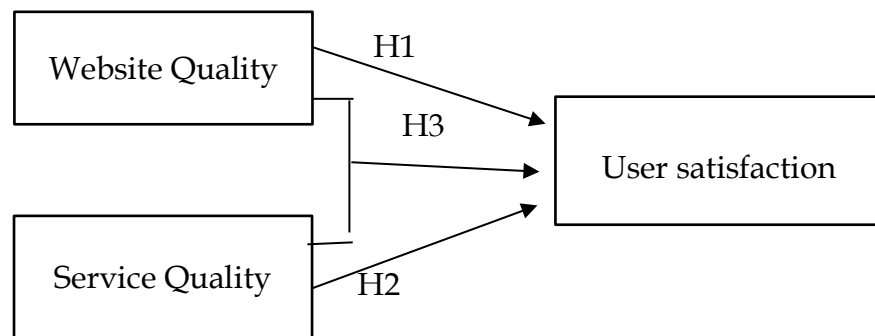


Figure 1. Research Conceptual Model

METHODS

This study uses a kind of causal research, namely conclusive studies used to attain evidence of causal courting. The data obtained is analyzed quantitatively (Arikunto, 2019). The statistics series method is observing and surveying Gojek online transportation service users in Tangerang metropolis, Banten Province, through a questionnaire tool. Researchers conducted interviews to gain perceptions about website quality, service quality, and satisfaction of Gojek online transportation users. The questionnaire consists of open and closed statements on the usage of the Likert Semantic scale method in the shape of a rating from 1 - 5. on this, look at the sample changed into those who used Gojek online transportation in Tangerang metropolis, Banten Province. The sampling technique used is the purposive sampling technique.

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The data to represent this examination used a sample of one hundred respondents received from formulation calculations (Lemeshow et al., 1997). The data analysis technique used to attain the regression equation, determine and check the speculation assisted with the aid of the SPSS software (Ghozali, 2018) is multiple regression analysis, t-test, f-test, and determination.

RESULTS

Table 1. Multiple Linear Regression Test Results

Variable	Koefisien Regresi	Std. Error	Beta	t	Sig.t	Result
Canstant	0,886	0,307		2,888	0,005	
Website Quality	0,689	0,110	0,673	6,286	0,000	Sign
Service Quality	0,083	0,103	0,087	0,811	0,418	No Sign

Table 2. F Test Result

ANOVA ^a						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
Regression	14,478	2	7,239	59,298	,000 ^b	
Residual	11,841	97	0,122			
Total	26,319	99				

Table 3. Determination Test Result

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	0,742 ^a	0,550	0,541	0,34939	

Effect of website quality on satisfaction with Gojek online Transportation users

There's a positive and significant effect on the website quality and Gojek online transportation user satisfaction (t -count 6.286 > t -table 1.984), then H1 is accepted. The results of this have a look at are in keeping with research (Astuti & Sari, 2016) (Wawoluamaya et al., 2016) (Muhsin & Zuliestiana, 2017) (Jauhari et al., 2019) (Khair & Van, 2020) (Sun et al., 2022), which shows the fine of the website has a positive and significant effect on customer satisfaction. The quality of the Gojek website impacts consumer satisfaction in this observation because the data in the Gojek application is easy to apprehend (mean 4.4; SD 0.63), the Gojek application provides reliable statistics

(mean 4.26; SD 0.64), the Gojek utility can be accessed on all sorts of smartphones (mean 4.20 SD 0.81), users can access or order Gojek at any place in Tangerang town (imply 4.30; SD 0.71) and Gojek is speedy in serving customers with network issues while using the software (mean 4.14; SD 0.73). In popular, website quality has a mean of 4.21, SD 0.71. while viewed from the relationship between website great and user satisfaction, it has a strong relationship level (0.689). The criteria for a website to be said to have the same quality care is that the website should be representative, interactive, attractive, concise, simple, safe, and comfortable. The quality of a website can affect user satisfaction, influencing users to apply to the website more frequently (Park & Kim, 2003). The quality of the website is stated to be of quality if the users experience that the quality they get matches or exceeds what they expect. The quality of the website that meets user expectations can grow consumer satisfaction and may make users experience satisfaction gaining access to it, particularly on an internet site. This is without difficulty accessed speedy, data offered in an internet site utility is complete and easy to understand grade by grade (little by little), a strong website system used on all smartphones, excellent quality and complete information and every menu is surely targeted and the information supplied does no longer mislead the consumer.

Impact of service quality on the satisfaction of Gojek online Transportation users

Within the H2 hypothesis, the t count is $0.811 < 1.984$. This indicates that H2 is rejected and Ho is established. So it could be concluded that there may be no positive and significant impact on service quality on Gojek user satisfaction. The outcomes of a similar observation have been observed (Park & Kim, 2003) that service quality in the responsiveness, assurance, tangible, and reliability dimensions did now not affect the satisfaction of online Gojek transportation customers in Surabaya. But the results of this study are not in line with studies performed by ((Rifaldi et al., 2019) (Park & Kim, 2003) (Yehezkiel & Saryadi, 2017) (Handayani & Syarifudin, 2022). In this examination, Gojek's carrier quality did not have a positive and significant impact on user satisfaction. This will be due to the fact there were nonetheless respondents who

disagreed (2 people) and pretty agreed (26 people) with the announcement that Gojek drivers supplied helmets, masks or suits. Rain to the person; respondents answered strongly disagree (1 person) with the driver's statement to deliver the consumer or order exactly consistent with the vacation spot/item ordered (no mistakes); respondents replied disagree (1 person) and pretty agreed (14 people) at the assertion that the driver is responsible if a problem occurs whilst the user orders; respondents spoke back disagree (2 people) and quite agree (12 people) on the assertion that drivers are very responsive and speedy when turning in clients or orders; respondents responded disagree (1 person) and pretty agree (11 people) at the driving force's assertion prioritizing consumer protection. But, universally, the respondents agreed (approach 4.24 and SD 0.72) with the variable satisfaction of carriers supplied through Gojek transportation services. (Parasuraman et al., 1985), Perceived service quality is the result of comparing what customers perceive as a service and their perception of the actual performance presented by the provider company. Service quality, as defined with the aid of Santos (2003), describes service quality as the patron's regular assessment of the superiority of the provider supplying. Service quality is also motivated by utilizing the corporation's capacity to meet customer needs with their level of expectancies (Yoo & Park, 2007). (Philip Kotler & Keller, 2018) satisfaction is a statement of feelings from a person who has achieved overall service performance or outcomes to meet their expectations. Satisfaction is a characteristic of the extent of carrier furnished to meet the satisfaction of service users. If the service provided isn't always consistent with expectancies, the user will experience disenchanted with the service provided.

The effect of service quality and website quality on satisfaction with Gojek on line Transportation users

There's a positive and significant effect of website quality and service quality on Gojek user satisfaction with a calculated F value of 59.298 ($> F$ table 3.09), then H3 is accepted. Consequently, the regression model can be used to expect personal satisfaction, or it may be stated that the variable website quality and service quality simultaneously

have a positive and significant effect on consumer satisfaction. This study is in keeping with studies performed via (Tatang & Murdiantono, 2017). Based on the value of the regression coefficient on each variable, it may be defined that the variable that has the best effect on consumer satisfaction is the website quality variable (0.460) compared to the great service variable (0.056). This is due to the fact that needs are vital and may be without problems accessed by users through a website that has excellent quality. The extent of user satisfaction has a median score of 4.21 on a scale of 5 and an SD of 0.71 (users are happy). In line with (Cheung et al., 2005), a website indicates supplier capability and actual difficulty for customers. (Zhou et al., 2009) said that customers anticipate websites once they save online. (Philips Kotler et al., 2019) Additionally, if a product's performance no longer meets expectations, clients will feel disappointed and disillusioned and vice versa. If product performance exceeds expectations, customers will sense satisfaction. (Bai et al., 2008) (Handayani & Syarifudin, 2022) state that website quality directly and positively impacts consumer satisfaction. Customers can immediately feel the quality of the website from the first time they access it and look for facts about the usability, information and e-services of a website. The coolest best furnished by way of the website in getting access to and providing informative things can delight website visitors. That is in keeping with the opinion (Philips Kotler et al., 2019) that pride is someone's feeling of pride or sadness that arises from evaluating the perceived overall performance of a product (or result) towards their expectations. If performance fails to satisfy expectations, users could be disappointed. If overall performance suits expectancies, customers could be satisfied. If performance exceeds expectations, the person can be very satisfied or happy. The outcomes of the determination display that the website quality and service quality variables can explain the user satisfaction variable by 55.0%. The remaining 45.0% is defined by other variables no longer tested on this examination and has a strong courting degree of 0.742.

CONCLUSION AND SUGGESTION

Based on the descriptions in the previous bankruptcy, numerous conclusions can be drawn from the results of studies on the impact of service quality and website quality on user satisfaction with Gojek online transportation offerings in Tangerang city: (1) there is a positive and significant influence between website quality and Gojek user satisfaction; (2) there is no positive and significant influence between service quality and Gojek user satisfaction; and (3) there is a positive and significant have an impact on among service quality and website fine on Gojek user satisfaction.

Based on the results of the studies discussion and conclusions above, the authors provide the following guidelines: (1) To maintain and increase user satisfaction with the quality of the website, things that need to be considered are that the quality of the website must be easy to use; the website should have an attractive appearance, design according to the type of website; the website should provide accurate information, provide detailed information, provide up-to-date (latest) information; users do not wait long when entering the website; (2) Gojek is advised to prioritize and improve service quality, especially for drivers. Drivers must be able to improve service to maintain customer satisfaction, and the company can create a sense of security for its users. The company must better understand and act decisively against various types of violation behaviour such as friendliness in communicating, vehicles used by drivers, drivers providing masks and raincoats to users, drivers responding quickly when carrying out tasks and drivers prioritizing safety; this is the most important. Good and professional service in solving problems faced by the company by providing the best alternative solutions to make users not disappointed and happy to feel satisfied with the best service.

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