Effect of Perceived Ease of Use, Service Quality, Price Fairness, and Trust on Go-Car User Satisfaction in Padang City

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Abstract

The purpose of this study was to analyze the effect of perceived ease of use, service quality, price fairness, and trust in the satisfaction of Go-Car users in Padang City. The population of this study were all Go-Car users in Padang City (online taxis) with a total sample of 110 respondents. The analysis technique used is multiple linear regression analysis. The results showed that Perceived ease of use, service quality, Price fairness, and trust had a significant effect on the satisfaction of Go-Car users in Padang City.

Keywords: perceived ease of use, quality of service, price fairness, trust, satisfaction.

Introduction

One of the public transportation services that use an online system is taxi transportation services. Competition of taxi service providers is increasingly attractive with new competitors with slightly different services, namely online application-based transportation. There are various types of transportation based on online applications including Grab taxiing, Uber taxi, Go-jek and others. Communities with the upper middle class economy who usually use conventional taxi services start to switch to Go-jek, Grab taxiing or Uber taxis are considered cheaper and more practical because application-based in order.

Customer satisfaction is an important element in the continuity of products and services from the company to consumers to stay in business competition. Customer satisfaction as a consumer indicator for good service and will continue to use these products and services. According to Kotler and Keller (2012: 138-139), customer satisfaction is a feeling of pleasure or disappointment that arises because of comparing the perceived performance of the product (or outcome) to one's expectations.

Many factors influence customer satisfaction. According to Davis in Winayu (2013: 32) perceptions of ease of use is a level in which a person believes that using certain systems does not require any effort (free of effort). The results of the research by Irfan and Nurafni (2015) show perceived ease of use has a positive and significant effect on customer satisfaction. From the results of the user review of the Go-Jek application it is seen that there are still consumers who experience difficulties when using applications such as when logging in an error occurs. This indicates that the use of applications for some consumers is not easy.

The prices in service industry are thought to affect customer satisfaction. The quality of service will not be enough because the customer has become increasingly aware of other principles in a selection of services. Service quality also determines customer satisfaction. According to Maliket, al (2012: 124) one of the main factors influencing customer satisfaction is service quality, where service quality is not only an important factor in customer satisfaction in service companies. High quality services will have a positive impact on customer satisfaction.

In addition, trust can show customer satisfaction. Rully (2006: 75) states that when a customer believes in a brand and shows his desire to rely on the brand, the customer will purchase the product. This is relevant to the results of Irfan and Nurafni's research (2015) stating that trust has a positive and significant effect on customer satisfaction.

According to Irfan and Nurafni's research (2015) perceived ease of use has a positive and significant effect on customer satisfaction. Research conducted by Gumussoy and Koseoglu (2016), in the study found a positive influence between price fairness and customer satisfaction. Felita and

Hartono (2013) stated that service quality has a positive effect on customer satisfaction. According to Lee and Wan research (2010) trust has a positive effect on customer satisfaction. Rose, et al (2012) found that online customer satisfaction has a direct and indirect relationship with the intention to repurchase through trust.

Based on the above background, the researcher is interested in conducting research with the title: "The Effect of Perceived Ease of Use, Service Quality, Price Fairness, and Trust in the Satisfaction of Go-Car Users in Padang City"

Methods

This study is a study of the effect of perceived ease of use, service quality, price fairness, and trust in the satisfaction of Go-Car users in Padang City. The population of this study were all Go-Car users in Padang City (online taxi) with total sample of 110 respondents selected based on purposive sampling technique. Sample selection criteria in this study were Go-Car users in Padang City. The analysis technique used is multiple linear regression analysis. This analysis technique is determine the direction of the relationship between the independent variable (perceived ease of use, service quality, price fairness, and trust) and the dependent variable (satisfaction).

Results and Discussion

Multiple linear regression analysis is used to determine the effect of independent variables perceived ease of use, service quality, price fairness, and trust on satisfaction of Go-Car users in Padang City. From the data processing with SPSS 21.0 results are obtained as shown in the following table:

Table 1 Results of Multiple Linear Regression Analysis

Variable	Regression coefficient	t value	sig.	R square	F value	Sig
	B					
Constant	3,941	2,474		0,694	59,556	0,000
Perceived Ease of Use (X_1)	0,069	2,250	0,027			
Service Quality (X_2)	0,057	2,081	0,040			
Price fairness (X_3)	0,186	2,905	0,004			
Trust (X_4)	0,444	4,228	0,000			

Source: Primary Data Processing Results, 2018

From the table above can be determined multiple regression equation as follows:
$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$
$$\hat{Y} = 3,941 + 0,069X_1 + 0,057X_2 + 0,186X_3 + 0,444X_4$$

Information:

Y   = Satisfaction
a   = Constants
b   = Regression coefficient
X_1 = Perceived Ease of Use
X_2 = Service quality
X_3 = Price fairness
X_4 = Trust
e   = other factors not examined

Based on the regression equation above, it can be interpreted as follows:

1. The constant obtained by 3,941 shows in the independent variable that is perceived ease of use (X1), service quality (X2), price fairness (X3), and trust (X4), then the value of user satisfaction (Y) is 3,941.

2. Regression coefficient value (b) of the variable perceived ease of use (X1) obtained positive value of 0,069 indicates that each increase in the variable perceived ease of use one unit, it will result in an increase in user satisfaction that is equal to 0,069 units.

3. Regression coefficient value (b) of service quality variable (X2) obtained positive value that is 0,057 indicates that each increase in service quality variable is one unit, it will lead to an increase in user satisfaction that is equal to 0,057 units

4. Regression coefficient value (b) of the variable price fairness (X3) obtained positive value is 0,186 indicating that each increase in the price fairness variable is one unit; it will result in an increase in user satisfaction that is equal to 0,186 units.

5. Regression coefficient value (b) from the trust variable (X4) obtained positive value that is 0,444 indicates that each increase in one unit confidence variable, it will lead to an increase in user satisfaction that is equal to 0,444 units.

Model Feasibility test

Based on Table 1 above, obtained F count of 59,556 with sig 0,000 <0,05. This means that the F test carried out together with exogenous variables has a positive and significant influence on the satisfaction of Go-Car users in Padang City, the exogenous variables together have a positive and significant influence on endogenous variables.

The coefficient of determination is needed to see how large the contribution of the dependent variable (X) to the independent variable (Y). The calculation is obtained by squaring the predetermined correlation coefficient. Based on table 1 the contribution of variables perceived ease of use, quality of service, price fairness, and trust in the satisfaction of Go-Car users in Padang City is 69,4%, and the remaining 30,6% variable user satisfaction is given by other factors that are not identified as perceived usefulness, company image, perceived value, promotion and others.

Hypothesis testing
Hypothesis 1

Perceived ease of use has a significant effect on the satisfaction of Go-Car users in Padang City. Based on the results of the analysis test, it is known that the value of t value > t table is 2,250> 1,659 (Sig. 0,027 <0,05). This means that H0 is rejected and Ha is accepted, so the alternative hypothesis proposed in the study is accepted, that perceived ease of use has a significant effect on the satisfaction of Go-Car users in Padang City.

Hypothesis 2

Service quality has a significant effect on the satisfaction of Go-Car users in Padang City. Based on the results of the analysis test, it is known that the value of t value > t table is 2,081> 1,659 (Sig. 0,040 <0,05). This means that H0 is rejected and Ha is accepted, so that the alternative hypothesis proposed in the study is accepted, that service quality has a significant influence on the satisfaction of Go-Car users in Padang City.

Hypothesis 3

Price fairness has a significant effect on the satisfaction of Go-Car users in Padang City. Based on the results of the analysis test, it is known that the value of t value > t table is 2,905> 1,659 (Sig. 0,004 <0,05). Means that H0 is rejected and Ha is accepted, so that the alternative hypothesis proposed in the study is accepted, that price fairness has a significant effect on satisfaction of Go-Car users in Padang City.

Hypothesis 4

Trust has a significant effect on the satisfaction of Go-Car users in Padang City. Based on the results of the analysis test, it is known that the value of t value > t table is 4,228> 1,659 (Sig. 0,000 <0,05). This means that H0 is rejected and Ha is accepted, so that the alternative hypothesis proposed in the study is accepted, that trust has a significant effect on the satisfaction of Go-Car users in Padang City.

Discussion

Effect Perceived Ease of Use on User Satisfaction

Based on the results of hypothesis testing it was found that perceived ease of use has a significant effect on the satisfaction of Go-Car users in Padang City. This means that perceived ease of use determines the satisfaction of Go-Car users in Padang City. From the results of the study can be seen the coefficient of perceived ease of use of 0,069 and has a positive effect on user satisfaction. These results indicate that with the increasing perceived ease of use in this case the Go-Car application has technological advantages, feel the Go-Car application has access to features that can be used easily by users, feel the features displayed in the application display information very clearly and easily understood, and applications can be used easily anywhere / anytime will increase satisfaction of Go-Car users in Padang City.

Retno (2016) states that perceptions of ease of use have been shown to have an effect or influence on interest through two causal pathways, namely: direct effects on interests and indirect effects on interest through perceived usefulness. The direct effect shows that perceived ease of use can be a potential factor to increase the likelihood of user acceptance. The indirect effect explains that the easier the technology is to be used, the more useful the technology is. The results of the research by Irfan and Nurafni (2015) show that perceived ease of use has a positive and significant influence on customer satisfaction. The research by Amin, et al (2014) show there is a positive relationship between perceived ease of use and customer satisfaction.

Effect of Service Quality on User Satisfaction

Based on the results of hypothesis testing it was found that service quality has a significant effect on the satisfaction of Go-Car users in Padang City. This means that service quality determines the satisfaction of Go-Car users in Padang City. From the results of the study can be seen the service quality coefficient of 0.057 and has a positive effect or direction on user satisfaction. These results indicate that with an increase in the quality of services provided, it will encourage the satisfaction of Go-Car users when using services. Go-Car provides many services and convenience to users. Extensive driver knowledge, pick up the place by the driver, users can also give an assessment of the driver so that drivers are required to provide the best and other services, cash payments or using Go-pay. These all encourages users to feel satisfied with the quality of services provided by Go-car in Padang City.

Service quality is one of the processes of a product to increase customer satisfaction by meeting customer needs (Jahanshahi, et al, 2011: 254). The relationship between service quality and customer satisfaction is reinforced by the opinion of Kotler and Armstrong (2011: 198) which states that if quality is lower than expectations, then the customer is not satisfied or disappointed.

Research by Ying Feng Kuo, et al (2009) states high service quality and high customer satisfaction will ultimately create customer loyalty. While previous research by Felita and Hartono (2013) states that service quality has a positive effect on customer satisfaction, if there is a policy that is carried out to improve service quality will affect customer satisfaction. Service quality influences customer satisfaction, because it provides an encouragement to consumers to establish strong ties with companies that understand carefully the expectations of consumers and their needs.

Effect of Price Fairness on User Satisfaction

Based on the results of hypothesis testing found price fairness has a significant effect on satisfaction of Go-Car users in Padang City. This means that price fairness determines the satisfaction

of Go-Car users in Padang City. From the results of the study can be seen the coefficient of price fairness of 0.186 and has a positive effect on user satisfaction. This proves that prices that have been set according to customer expectations will increase user satisfaction.

Price is one of the reasons for users to use online Go-Car transportation services because according to them the price set by Go-Car is in accordance with what happens in the market, it is reasonable, according to the services provided by Go-Car, cheaper than other online transportation, giving discounts price for customers who use Go-pay. This certainly makes users feel satisfied with the pricing policy set by the Go-Car company.

The results of this study are consistent with the theory that prices affect customer satisfaction. Tjiptono (2008: 24) states that the key to winning competition is to provide value and satisfaction to customers through the delivery of quality products and services at competitive prices. Customers use prices as buying instructions; this implies that lower prices or monetary prices do not guarantee higher satisfaction. According to Kotler and Armstrong (2008: 345), price is the amount of money billed for a product or service, or the amount of value exchanged by customers to benefit from owning or using a product or service. When consumers exchange, there will be a perception of satisfaction achieved by consumers.

I Ketut and Ni Putu (2011) stated that a customer will display repeat purchase behaviour when they feel that the price of the service and the product offered makes sense. The influence between price fairness and customer satisfaction has been examined in various studies, including Tetty, et al (2016), Gumussoy and Koseoglu (2016), in that research found a positive influence between price fairness and customer satisfaction. In the study of Herrmann, et al (2007), shows that price fairness has a positive influence on consumer satisfaction.

Effect of Trust on User Satisfaction

Based on the results of hypothesis testing it was found that trust significantly affected the satisfaction of Go-Car users in Padang City. This means that trust determines the satisfaction of Go-Car users in Padang City. From the research results can be seen the coefficient of 0.444 and has a positive effect on user satisfaction. This proves that the higher the user's trust, the higher the satisfaction of Go-Car users in Padang City.

Lita (2009: 72) says that when a person trusts in an interpersonal relationship, they will emerge his intention to maintain a relationship that is represented in the form of loyalty and suggests that trust is an important influential element on the quality of a relationship. Consumer trust in service providers will increase the value of the relationships that exist with service providers.

Rully (2006: 75) states that when a customer believes in a brand and shows his desire to rely on the brand, the customer will form a positive purchase. This is relevant to the results of Irfan and Nurafni's research (2015) stating that trust has a positive and significant effect on customer satisfaction. Research by Lee and Wan (2010) state that trust has a positive effect on customer satisfaction. Research Rose, et al (2012) found that online customer satisfaction has a direct and indirect relationship with the intention to repurchase through trust.

Conclusions

Based on the results of the analysis and discussion about perceived ease of use, service quality, price fairness, and trust on satisfaction of Go-Car users in Padang City, it can be concluded that Perceived ease of use, service quality, Price fairness, and trust have a significant effect on satisfaction Go-Car users in Padang City. Based on the results of the research that has been proposed, then to improve user satisfaction researchers suggest: (1). the variable perceived ease of use, the user feels the difficulty of operating the Go-Jek application has a level of achievement with the lowest number. So, the Co-Car must pay attention and provide information on the operation of the application directly to the user in order to facilitate the user when using the application; (2). The service quality variable, which is the appearance of the Go-Car driver is not neat, has the lowest level of achievement. So the neatness of the driver by the Go-Car such as clean clothes, neat hair, and others must be considered to increase the comfort of the user while in the car; (3) The variable price fairness, which is the price that

applies to the Go-Car is considered to be higher than the competitor has a level of achievement with the lowest number. So Go-Car must monitor prices that are in accordance with the user's ability and market prices so that they can compete with other online transportation; (4) Trust variable, that is, the car security is still low, has the lowest level of achievement. So Go-Car needs to increase supervision of the safety of cars that are operated so that users feel safe when riding the Go-Car; (5) The researcher suggests that in future research not only take the perspective of the user, but also the point of view of the Go-Car. In addition, the researcher also suggested in future studies to add other variables that affect user satisfaction.

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