

Managing Customer E-Satisfaction 4.0: The Role of Gojek Consumer Purchase Decision Factors

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ABSTRACT

This study aims to analyze the influence of Consumer Decision Factors on Gojek Customer E-Satisfaction. The population of this study were all Gojek users in West Sumatra. Samples were taken in the cities of Padang and Bukittinggi as many as 400 people by distributing questionnaires. Hypothesis testing is carried out using Multiple Linear Regression. This study found that Consumer Decision Factors consisting of Convenience, Price, Security, and Speed had a positive and significant effect on E-Satisfaction, both partially and simultaneously.

Keywords: *Customer E-Satisfaction, Purchase Decision*

1. INTRODUCTION

The era of the Industrial Revolution 4.0 or often referred to as Disruption opens up opportunities for start-ups to reach consumers widely [1]. In the past, business strategy was limited by the amount of capital, the number of assets, and so on, this is different now. Through the internet, new businesses can directly reach their consumers by offering various conveniences [1]. So it is common that the current industry rulers are companies that have succeeded in utilizing the internet for the convenience of their customers, no longer the companies with the most capital or assets. For example, the world's largest taxi company currently does not have a single taxi fleet, namely Uber, the largest retail company also does not have a retail building, namely Amazon.com [2]. This phenomenon has already occurred in various industries affected by the Disruption.

In Indonesia, one of the companies that managed to take advantage of the momentum of the Industrial Revolution 4.0 is Gojek. Just like in other industries, Gojek as the largest motorcycle taxi transportation company also doesn't have a single motorcycle taxi. What Gojek does is connect customers (demand) and motorcycle owners (supply) to serve various needs [6].

However, it was noted that in 2018 the valuation of the Gojek company was already greater than that of Garuda Indonesia [5]. Gojek, which initially provided online transportation services, has now provided various additional services such as GoFood (food delivery service), GoPay (non-cash payment service), GoSend (goods delivery service), GoClean (house cleaning service), GoMassage (massage service).) and others.

As a rapidly growing company, Gojek currently has fierce competition. Gojek's closest competitors are Grab Bike and Uber, and in 2019 a new online transportation provider company, MyGo from Vietnam, will appear. Therefore, in this tight competition situation, Gojek must be able to provide services that can maintain customer satisfaction (e-Satisfaction).

As the results of research by [7] show that the company's ability to maintain customer satisfaction is becoming increasingly important in this Disruption era. Because with the internet, the barriers to moving consumers have to other products are getting smaller. Currently, dissatisfied customers will quickly seek alternative product information, and are also quick to make a switch [3]. In addition, dissatisfied customers will also quickly convey their dissatisfaction to other parties through social media [4]. Therefore, the ability

to manage customer satisfaction is very important for companies in this era of Disruption.

To maintain customer satisfaction, Gojek must know what factors are considered by consumers when choosing online transportation services. Research by [5] found the factors that determine when consumers choose online transportation services, namely: convenience (convenience), price (price), safety (security), and speed (speed).

2. LITERATURE REVIEW

2.1 E-Satisfaction of Online Transportation Service Users

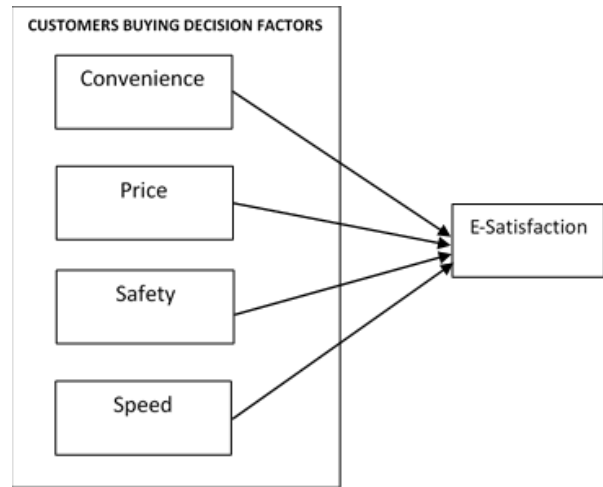
According to [3], satisfaction is the degree to which a need is met at the end of the purchase. Satisfaction is an evaluation of how a retailer can meet or exceed customer expectations [8]. According to [9], satisfaction is a customer's overall attitude towards a service provider or an emotional reaction to the difference between their anticipation and what they receive regarding the fulfillment of some needs, goals, and desires. According to [2], e-satisfaction is a customer's satisfaction concerning his previous purchase experience with an e-commerce company. E-satisfaction measures the overall level of customer evaluation of the online purchasing experience [10].

2.2 Determinants of Purchase Decisions on Online Transportation Service Products

This study adopts research from [11] who found the factors that determine when consumers choose online transportation services, namely: convenience (convenience), price (price), safety (security), and speed (speed). They found these factors by modifying the Technology Acceptance Model (TAM) theory that can be applied to online motorcycle taxi services because, as mentioned by [11] motorcycle taxis can provide travel speed, ease of maneuvering, the ability to pass through small roads. and bad [1]. In addition, ojek offer comfortable travel and affordable prices for people's mobility because they allow riders to break down traffic jams, especially during peak hours. It is suitable for flexible and door-to-door mobility [3]. Through the Smartphone application, mobility becomes a cheaper, direct, relatively fast, and personalized service with reliable travel times. Online motorcycle taxis optimize the use of road space by sharing limited public spaces that can be utilized by the maximum number of people.

These factors were classified as criteria and sub-criteria for this study. Convenience sub-criteria are: pick and drop on the spot, easy to access, information privacy, predictability. Price sub-categories include affordable price, fixed (non-negotiable price), flexible

payment (cash or credit). Safety sub-criteria include: traceable route, identified driver, a complete document of the vehicle, acknowledged headquarter. Speed sub-criteria include real-time service, access to all roads, direct trips, and maneuverability.



Proposed Hypotheses

1. Convenience has a positive and significant effect on Gojek Customer E-Satisfaction
2. Price has a positive and significant effect on Gojek's Customer E-Satisfaction
3. Safety/Security has a positive and significant effect on Gojek's Customer E-Satisfaction
4. Speed has a positive and significant effect on Gojek Customer E-Satisfaction
5. Customer Decision Factors have a positive and significant effect on Gojek's Customer E-Satisfaction

3. RESEARCH METHOD

The population of this study were all Gojek users in the city of Padang and the city of Bukittinggi. This is because the two cities are already cities that have Gojek services in West Sumatra. While the research respondents are Gojek users in the two cities mentioned above. The number of respondents was set at 400 people, using the Accidental method, namely distributing research questionnaires to those who happened to be met during the research [7].

The research instrument was prepared using a Likert Scale and has been tested for validity and reliability. The hypothesis testing was carried out using the t-test and F-test using the SPSS version 25.0 statistical tool [6].

4. RESULTS AND DISCUSSION

Hypothesis testing in this study using Multiple Linear Regression. To test the hypothesis that has been set, the authors use SPSS 25.0 software for Windows. The level of confidence used in the calculation is 95% or with a significance level of 0.05. In summary, the results of data processing can be seen as presented in the following table:

<i>Variables</i>	<i>Constant</i>	<i>b</i>	<i>T_{count}</i>	<i>Sig</i>	<i>Hypotheses Testing</i>
<i>Convenience</i>	0,810	0,217	3,757	0,000	Accepted
<i>Price</i>		0,147	2,760	0,006	Accepted
<i>Safety</i>		0,313	5,186	0,000	Accepted
<i>Speed</i>		0,100	2,033	0,043	Accepted

From data processing, it was found that the Determinant Coefficient (Adjusted R Square) was 0.391 or 39.1%. This means that the independent variables contained in this study contributed 39.1% in influencing the dependent variable of E-WOM. While the other 60.9% is determined by other variables that are not included in this research model.

Based on data processing, the regression equation was found as follows:

$$Y = 0,810 + 0,217X_1 + 0,147X_2 + 0,313X_3 + 0,100X_4$$

A positive Constant value indicates a positive relationship from the independent variable. Of the four dependent variables, all of them have a significant value > 0.05. This means that partially, each of the variables contained in the Customers Buying Decision; Convenience, Price, Security, and Speed affect the E-Satisfaction of Gojek users. This means that the better Gojek is in providing comfort, competitive and affordable prices, safety for passengers, and speed in delivering, the higher the level of satisfaction for Gojek users will be. Furthermore, based on the value of b, among the four independent variables, it is known that Safety is the variable that has the strongest influence on the E-Satisfaction of Gojek users.

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	59,878	4	14,969	64,964	,000 ^b
Residual	91,018	395	,230		
Total	150,896	399			

a. Dependent Variable: E-Satisfaction

b. Predictors: (Constant), Speed, Convenience, Price, Safety

Based on the table above, it is found that simultaneously the independent variables have a significant effect on E-Satisfaction, marked by the Fcount value of 64,964 and the significance value of 0.000. This means that the better Gojek is in meeting the various criteria contained in the Customers Buying Decision, the higher the E-Satisfaction level of Gojek customers will be.

Based on the results of this study, it is known that convenience is a variable that has a positive and significant effect on consumer e-satisfaction. From the indicators that have been compiled, it can be seen that the convenience desired by consumers is in the form of ease of accessing applications, as well as certainty in information. These things are important aspects of service delivery. Therefore, Gojek must be able to consistently maintain the applications that have been made so that they are always comfortable to use, easy to access and provide certainty when transacting with consumers. The results of this study are in line with several other studies, especially those related to service products on the internet [8].

The next result is Price is also a variable that has a positive and significant influence on Customer E-Satisfaction. For consumers who have a choice in determining transportation services, they will compare the most affordable prices. Therefore, in online transportation competition, price "promotional wars" often occur by providing discounts, vouchers, and so on. According to this study, it was found to be effective in maintaining the E-Satisfaction of Gojek users. This research is also consistent with previous studied [9].

The third result found is that security is a variable that also has a significant effect on Gojek's E-Satisfaction. Based on multiple regression analysis, it was found that this variable is the most powerful in influencing Customer E-Satisfaction. This is only natural because, for users of transportation services, security is the most important thing to consider. Therefore, Gojek must be able to provide security assurance to users, namely by having a driver database that can be accessed by users, vehicles that are always maintained, providing driving safety training to drivers, and so on. Because the more Gojek users feel safe, the higher the level of satisfaction. This research is also consistent with the results of previous studies [10].

The last variable, namely Speed, is also a variable that has a significant influence on Gojek's E-Satisfaction. Following the main function of transportation services, namely delivering passengers from one point to another, travel speed is also an important factor that determines user satisfaction. Gojek services, which are equipped with GPS facilities, can

certainly maximize these features to choose the fastest travel path, to maintain the E-Satisfaction of its users. This research is also consistent with previous studies [11].

5. CONCLUSIONS

From the results of this study, it was concluded that all the variables summarized in Customers Buying Decisions, namely Convenience, Price, Security, and Speed, were found to have a positive and significant influence on Gojek's E-Satisfaction. This means that the better Gojek in serving Customers Buying Decisions, the better the level of E-Satisfaction of its users will be.

Therefore, it is recommended for Gojek to:

1. Increase User Convenience by facilitating application access, providing service certainty, and so on.
2. Setting competitive prices so that they are affordable for users. In addition to affordable prices, Gojek must also provide easy payment alternatives for its users.
3. Improve safety by providing driver identity, maintaining vehicle condition, providing driving safety awareness for drivers.
4. Provide the best delivery speed to Gojek users.

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