

# Role of Consumer Buying Interest as an Intervening Variable in Increasing Go-Jek Customer Satisfaction in Aceh, Indonesia

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**Abstract**—This study aims to determine the direct and indirect effects of prices and the ease of service of Go-jek on buying interest with consumer satisfaction as an intervening variable. The research was conducted on the customers of Banda Aceh Go-jek Online, where the population in this study used non-probability sampling technique, the sample used was 220 consumers through the accidental sampling method. Data were analyzed through structural modeling education, then the data were tested for validity and reliability, outlier test, multicollinearity test, fit of model test and hypothetical test for total, direct and indirect effects. From the results of structural education modelling testing, it is known that prices have a direct and significant influence on buying interest of 42.0% and the ease of service has a direct influence on buying interest of 25,4 %. Furthermore, prices also have a direct and significant influence on customer satisfaction of 28, 3% and the ease of service also has a direct and significant influence on consumer satisfaction of 19.1%. Furthermore, the results of the study show that prices have an influence on satisfaction through buying interest, then the ease of service has an influence on buying interest through consumer satisfaction.

**Keywords**—Ease of Service, Price, Buying Interest and Consumer Satisfaction

## I. INTRODUCTION

In the current era of digitalization, competition in the business world is getting tighter. This allows each company to be able to make changes in a way that can compete in the market. The company must be able to understand the needs and desires of its customers. Therefore, companies must provide strategies that enable them to create satisfaction for consumers and can survive in business competition. The development of the digital industry continues to accelerate, including in the realm of online-based transportation. Three major players in the transportation industry namely Go-Jek, Grab, and UMBER are increasingly tight in competition. As of the end of 2017, all three showed significant movements in overcoming the market.

Go-Jek is one of the online transportation companies that can provide solutions to the community when congestion and congestion occur in the hometowns where they live, gojek that has an application-based operating system is very easy to use both by workers, students, school children and even community other broad areas, although not all can use this online motorcycle taxi service but gojek is an alternative solution for those service users.

Online transportation companies must be competing to attract consumers by promoting excellent service from the company, so that consumers will feel satisfaction and can encourage the person to buy repeatedly. Consumer satisfaction is a serious concern for these online transportation business people, because satisfaction can increase consumers' buying interest continuously, to increase consumer satisfaction, price and ease of service problems are the main problems that must be considered by Go-Jek companies in the midst of tight competition in online transportation when this

Based on the description above, this study explores the influence of prices and the ease of go-jek service on buy interest, mediated by the costumer satisfaction. Thus, the purposes of this research is to analyze and test: (1) Direct influence between price, and convenience in service to consumer interest in buying Go-Jek in Banda Aceh, Indonesia; (2) Direct influence between prices, ease of service, and customer satisfaction on consumers' buying interest in Go-Jek in Banda Aceh, Indonesia; and (3) Effect of price and convenience in service to buying interest through consumer satisfaction in Go-Jek consumers in Banda Aceh, Indonesia.

**II. THEORETICAL REVIEW**

*A. Buying Interest*

Michelle et al, (2010) defines buying interest as the tendency of consumers to buy a brand or take actions related to purchasing as measured by the level of the possibility of consumers making a purchase. Buying interest according to Bangwool dan Jaehoon Lee, (2018) is part of the component of consumer behavior in consuming attitude, the tendency of respondents to act before the purchase decision is actually implemented. The indicators used to measure consumer buying interest include job differences, socio-economic differences, different hobbies or hobbies, gender differences, and age differences

*B. Consumer Satisfaction*

Consumer satisfaction is the level of consumer feelings after comparing between what he receives and his expectations (Lee dan W C Chang, 2015). A customer, if he feels satisfied with the value provided by a product or service, is very likely to be a customer for a long time, while according to Lee dan W C Chang (2015) quoted from the Marketing Management book said that Customer Satisfaction is a feeling of pleasure or disappointment that someone appears after comparing the performance (results) of the product that was considered to the expected performance. Consumer satisfaction can be measured by the complaint system, Ghost Shopping, Lost Customer Analysis, Customer Satisfaction Survey, and willingness to recommend.

*C. Price*

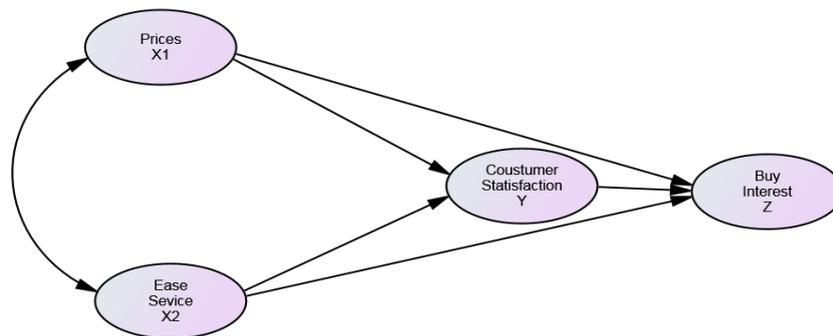
Price is the amount of money that consumers must pay to get a product or service. In the marketing mix, price is one of the important factors that influence the marketing of a product (Hooman dan Heather Bergstein, 2006). Pricing of goods and services is a key strategy in various companies as the concentration of deregulation, increasingly fierce global competition, low growth in many markets, and opportunities for companies to strengthen their position in the market. Prices affect financial performance and also greatly affect buyer perception and brand positioning.

*D. Easy of Service*

Ease of service is cantered on efforts to meet customer needs and desires as well as provision of delivery to offset customer expectations. Ease of service according to, Johnston, (2004) is the quality of service as an assessment of the extent to which a service is in accordance with what should be given or delivered. While according to Wyckof in Spiros et al. (2010), service quality is an expected level of excellence and control over the level of excellence to meet customer desires.

**III. RESEARCH FRAMEWORK**

To explain the attachment "between one independent variable (independent variable) that is the variable that affects the dependent variable, either positively or negatively in this case becomes the observed and measured factor to determine whether there is influence of the independent variable", then the model of the mindset in this study is as follows:



**FIGURE I. PROPOSED RESEARCH FRAMEWORK**

*A. Research Hypothesis*

The research hypothesis can be explained as follows:

- H<sub>1</sub>: Whether customer satisfaction can be influenced by prices, and convenience in service, to Go-Jek consumers in Banda Aceh.

- H<sub>2</sub>: Whether buying interest can be influenced by prices, ease of service, and customer satisfaction at Go-Jek consumers in Banda Aceh.
- H<sub>3</sub>: Whether prices and convenience in service affect buying interest through consumer satisfaction at Go-Jek consumers in Banda Aceh

#### IV. METHOD

##### A. Sample

The population in this study were all Go-Jek consumers in Banda Aceh. In this study the sampling method uses non-probability sampling with a sampling technique using accidental sampling technique where samples are taken blindly to meet Go-Jek consumers. Based on this technique, the amount of withdrawal of the number of research samples "is 220 Go-Jek customers in Banda Aceh.

##### B. Measurement

The measurement scale uses a Likert scale through data collection in the form of a questionnaire which is then collected and processed where the questionnaire contains questions to obtain data about the indicators "in the variables in this study, so as to obtain information relevant to the research objectives and the level of reliability and validity as high as maybe. The questions in the questionnaire were tested using 1-5 Likert scale.

##### C. Analysis

Data analysis is the process of simplifying data into a form that is easier to read and implement. The method chosen to analyze the data must be in accordance with the research pattern and the variables to be studied. To analyze the data used Structural Equation Modulation (SEM) from the AMOS 22.0 statistical software package in the model and hypotheses assessment. "The SEM equation model is a set of statistical techniques that allow testing of a series of relatively complex relationships simultaneously (Ferdinand, 2014: 181)". The SEM model in accordance with the frame of mind described in the following formulation:

$$\eta_1 = \gamma_{1.1}\xi_1 + \gamma_{1.2}\xi_2 + \zeta_1$$

$$\eta_2 = \gamma_{2.1}\xi_1 + \gamma_{2.2}\xi_2 + \beta_{21}\eta_1 + \zeta_2$$

Buy Interest = Price + Ease in Service + Other Factors

Consumer Satisfaction = Price + Ease in Service + Purchase Interest + Other Factors.

#### V. FINDING AND DISCUSSION

##### A. Model Measurement Test

The following shows the relationship of indicators and unobserved variables (latent variables) in the Measurement Model, in the following table shows the relationship of indicators with their respective constructs. Loading factor is used to measure the contribution of each indicator if the value is above 0.6, then the indicator is said to be representative enough to explain the unobserved variables (Ferdinand, 2014). Therefore this indicator must be included in subsequent data processing. As for after the measurement model is analyzed through confirmatory factor analysis and it is seen that each indicator can be used to define a latent construct, then a full SEM model can be analyzed.

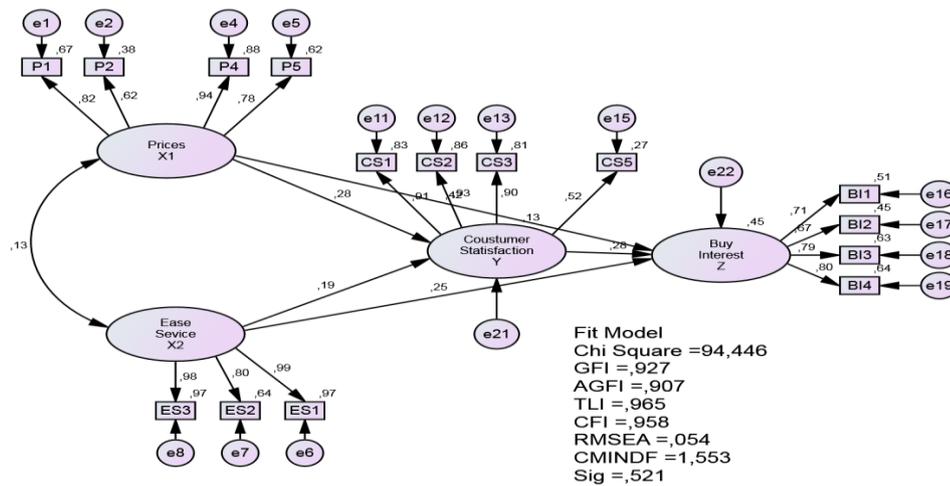


FIGURE II. ESTIMATED SEM

B. Analysis of Structural Equation Modeling

The next analysis is the Full Model Structural Equation Model (SEM) analysis which is intended to test the models and hypotheses developed in this study. Model testing in Structural Equation Model is carried out with two tests, namely the suitability of the model and test the significance of causality through the estimation coefficient test.

TABLE I. REGRESSION WEIGHT-STANDARDIZED ESTIMATE DIRECT INFLUENCE

			Estimate	Standardized	S.E.	C.R.	P
Customer_Satisfaction_Y	<---	Prices_X1	,283		,112	4,016	***
Customer_Satisfaction_Y	<---	Ease_Service_X2	,191		,086	2,859	,004
Buy_Interest_Z	<---	Customer_Satisfaction_Y	,283		,048	4,116	***
Buy_Interest_Z	<---	Prices_X1	,420		,082	5,722	***
Buy_Interest_Z	<---	Ease_Service_X2	,254		,057	4,003	***

Based on the above table, it can be seen that each indicator forming a latent variable shows results that meet the criteria, namely the CR value above 1.96 with P smaller than 0.05, unless there are some p values greater than 0.05. These results can be said that the indicator indicators forming the latent variables are significantly an indicator of the latent factors that are formed. Thus, the model used in this study is acceptable.

C. Research Hypothesis Testing

The testing of this hypothesis is by analyzing the value of Critical Ratio (CR) and Probability value (P) of the results of the data processing, compared to the required statistical limits, which are above 1.96 for the CR value and below 0.05 for the P value (probability).

If the results of the data processing show the value that meets these requirements, the proposed research hypothesis can be accepted. In detail the testing of the research hypothesis will be discussed in stages in accordance with the hypothesis that has been proposed.

D. Influence of Prices, and Ease of Service to Customer Satisfaction of Go-Jek in the City of Banda Aceh

In this study, the results of hypotheses that are related to the effect of price and convenience in service are developed on Go-Jek's consumer satisfaction in the city of Banda Aceh as follows:

There is the influence of the price variable (X<sub>1</sub>) on the dependent variable consumer satisfaction (Y), as for the magnitude of the level of influence between prices on consumer satisfaction is 0.283 (every time there is a price will lead to an increase in customer satisfaction). Thus for H<sub>a1</sub> which states that prices significantly influence Go-Jek's customer satisfaction in the city of Banda Aceh can be accepted.

There is an influence between the ease in service independent variables (X<sub>2</sub>) on the dependent variable consumer satisfaction (Y), as for the magnitude of the level of influence between convenience in service to customer satisfaction is 0.191

(every improvement in convenience in service will lead to increased customer satisfaction). Thus Ha<sub>2</sub>, which stated the ease of service significantly affected the satisfaction of Go-Jek consumers in the city of Banda Aceh, was acceptable.

#### *E. Effect of Price, Ease in Service and Consumer Satisfaction on Buying Interest*

In this study, a hypothesis was developed which was related to the influence of price, ease of service and customer satisfaction on the buying interest of Go-Jek consumers in Banda Aceh.

There is an influence between the price independent variable ( $X_1$ ) on the purchase interest dependent variable ( $Z$ ), as for the magnitude of the level of influence between prices on buying interest of 0.420 (any improvement in prices will result in increased buying interest). Thus, for Ha<sub>3</sub>, which states that prices have a significant effect on consumer buying interest in Go-Jek in the city of Banda Aceh, it can be accepted.

There is an influence between the convenience variable in service convenience ( $X_2$ ) on the purchase interest dependent variable ( $Z$ ), as for the magnitude of the level of influence between convenience in service to buying interest worth 0.254 (every improvement in convenience in service will result in increased buying interest). Thus for Ha<sub>4</sub> which states the ease of service has a significant effect on consumer buying interest in Go-Jek in Banda Aceh City can be accepted.

There is an influence between the independent variables of customer satisfaction ( $Y$ ) on the interest-buying dependent variable ( $Z$ ), as for the magnitude of the level of influence between consumer satisfaction on buying interest worth 0.932 (every improvement in consumer satisfaction will lead to increased buying interest). Thus, for Ha<sub>5</sub>, which states that customer satisfaction has a significant effect on consumer buying interest in Go-Jek in the city of Banda Aceh, it can be accepted

#### *F. Effect of Price and Ease in Service Against Buying Interest Through Consumer Satisfaction*

The purpose of this analysis relates to the influence of price and convenience in service to buying interest through consumer satisfaction. This influence analysis analyzes the "direct, indirect and total influence.

The direct effect of the price variable on buying interest is 0.420 while the effect of the price variable on buying interest through employee performance is 0.0061. This means that if you want to increase buying interest in Go-Jek consumers in Banda Aceh, it is fully mediated by customer satisfaction, it will be better for Go-Jek Aceh management to pay attention to the price in increasing buying interest through increasing customer satisfaction, thus Ha 6 is accepted.

The direct influence of the ease of service variable on buying interest is 0.176. While the influence of the ease of service variable on buying interest through customer satisfaction is 0.054. This means that if you want to increase the consumer purchase value in Go-Jek in the city of Banda Aceh, it would be better for Go-Jek management to increase the ease of service through customer satisfaction thus Ha7 is accepted.

## VI. CONCLUSION

Based on the results of the research that has been done can be drawn some conclusions as follows, (1) Consumer satisfaction is significantly influenced by price and convenience in service to Go-Jek consumers in Banda Aceh City. (2) Buying interest is significantly influenced by price, ease of service and customer satisfaction in Go-Jek in Banda Aceh City. (3) Buying interest is significantly influenced by price, and the ease of service in Go-Jek in Banda Aceh City through customer satisfaction.

There are some suggestions that can be taken into consideration by Go-Jek business people, among others , (1) In order to improve consumer satisfaction, Go-Jek management should pay attention to the indicators used in price Variables and Ease of Service because the indicators on these variables have a positive and significant impact on customer satisfaction. (2) To increase buying interest, Go-Jek management should pay attention to the indicators used in price Variables, Ease in Service and consumer satisfaction because the indicators on these variables have a positive and significant impact on buying interest.

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