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Research Article

Go-Jek business customers service quality significant efectifly to customer satisfaction in pematangsiantar region (case study of Simalungun University students)

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Abstract.

The research objective was to analyze the effect of tangible evidence, reliability, responsiveness, assurance and empathy on GO-JEK customer satisfaction. The method used is the quantitative method, the sampling technique with the purposive sampling method. There are 100 students of Simalungun University who have used the Go-Ride service of PT. GO-JEK more than 2 times. The test used with multiple linear regression analysis, t test, F test and determination coefficient test (Adj R2). According to the t test results obtained Tangible has a significant effect on costumer satisfaction in GO-JEK transportation service business with tcount > ttable of 2.018 > 1.985, reliability has a significant effect on customer satisfaction in the GO-JEK transportation service business with tcount > ttable of 2.293 > 1.985, responsiveness is has significant effect on customer satisfaction in the GO-JEK transportation service business with tcount tcount < ttable of 2.172 > 1.985, Assurance or guarantee have effect on customer satisfaction in GO-JEK transportation service business with tcount < ttable of 2.498 > 1.985, and empathy has significant effect on consumer satisfaction in the business GO-JEK transportation services with tcount < ttable of 2.150 > 1.985, determination test R2 = 0.537 which means explaining the magnitude of the influence of tangible, reliability, responsiveness, assurance, and empathy on customer satisfaction is 53.7% and the remaining 46.3% is explained by other variables.

Keywords: Customer satisfaction; customers service; Go-Jek

1. Introduction

1.1. Background

In this modern era, transportation and communication tools cannot be separated from human life. Because these two tools are often used to facilitate all human work. The sophistication of technology in the 21st century cannot be stopped. This is evidenced by the increasingly rapid progress in various fields, such as in the field of communication. Utilization of communication technology is not only in the field of communication but communication technology is also used in the fields of education, economy, agriculture,

security, transportation and others. GO-JEK is an application-based company that is engaged in transportation services for the transportation of motorbike passengers. Which aims to connect drivers with motorcycle taxi passengers. This company was first established in Jakarta in 2011. GO-JEK is a social-spirited company that is leading the revolution in the Ojek transportation industry. Thus the effectiveness of this company's goal is to partner with experienced motorcycle taxi drivers, the better and the customer interest will increase.

GO-JEK is a company engaged in motorcycle transportation services. Which aims to connect a motorcycle with a motorcycle taxi passengers. The company was first established in Jakarta in 2011. GO-JEK is a social-spirited company that is leading the revolution in the Ojek transportation industry.

Due to the increasing activity of residents, including students of Simalungun University (USI), so now more and more people are using GO-JEK services. USI students prefer to use GO-JEK public transportation services compared to other public transportation. According to them, GO-JEK is more practical and faster so that they don't need to spend a long time to get to their destination, besides that the transportation costs are very balanced with other public transportation, in other words it is still quite economical for the community including the costs that must be incurred by student.

According to [1] customer satisfaction is related to consumer expectation, which he definedas in a marketing term as a measurement of how the products or services provided by a company meet or surpass a customer expectation. [2] quality is a dynamic condition that affects products, services, people, processes and the environment that meet or exceed expectations. Parasuraman in [3], it can be concluded the quality of services can be defined as sebarapa much difference between reality and expectations of customers for the services they receive. concluded that the quality of services is an effort to fulfill the needs and desires konsumenguna reach the level of excellence of what is expected by consumers, in other words the quality of services centered on the efforts of what services are to be performed by the manufacturer (the providers) in order to make the consumer feel satisfied with the service they received. Dimensions of service quality by [4] there are five elements that determine the quality of services, namely: "tangible, responsiveness, reability, assurance, and empathy". Satisfaction is the consumer's fulfilment response which is a judgement that a product or service feature, or the product or service itself, provides a pleasurable level of consumption related fulfillment. According to Kotler in [3], satisfaction is the level of feeling where a person states the results of a comparison of the performance of the product (service) received and expected. [5][6] mentions the satisfaction or dissatisfaction is the consumer

response to the evaluation of perceived dissatisfaction between expectations before the purchase of the actual performance of the product / service that is felt after use the business in customers. it can be concluded that customer satisfaction is demonstrated by the consumer response to the service or performance (result) is received, then the consumer will compare the performance (results) in the hope that needed. If the performance (results) received more than the expectations then the customer is satisfied, and vice versa if the performance (results) received did not meet or equal to the hopes it can be said consumers are not satisfied with the performance (results) received. Providing satisfaction to consumers in meeting their needs, wants and expectations is the most important thing for companies to face competition. One-to-market is gaining customer as much as possible. Comfort and safety are also a factor in reaching consumers. The company will be successful in getting customers in large numbers if it is considered to provide satisfaction for consumers. Consumers who are satisfied and become loyal customers would recommend by word of mouth. Glasson 1974 in [7]region is an area between the local level and the national level. Based on the description above, the authors are interested in researching with the title "analysis of the quality of customer satisfaction in service goride pt.go-jek (case study of simalungun university students)".

1.2. Problem Formulation

The author formulates the following problems:

1. Does physical evidence (tangible) have a significant effect on GO-JEK customer satisfaction?

2. Does reliability have a significant effect on customer satisfaction GO-JEK?

3. Does responsiveness have a significant effect on GO-JEK customer satisfaction?

4. Does assurance have a significant effect on customer satisfaction GO-JEK?

5. Does empathy have a significant effect on GO-JEK customer satisfaction?

6. Does the service quality simultaneously have a significant effect on GO-JEK customer satisfaction?

2. Methods

The method used is the descriptive quantitative method, the sampling technique with the purposive sampling method. The population in this study was taken from all active

students of Simalungun University in 2019. In 2019 the number of active students are 8.433 people. The number of samples that used in this study amounted to 100 students (Quota Sampling), that taken by purposive sampling technique. (1) Observation (primery data/ secondary data), (2) Questionaires (primery data) dan (3) Documentation study (secondary data). The method of analysis used in this research is multiple linear regression analysis by using spss 22. This linear regression analysis was chosen because the dependent variable is influenced by more than one independent variable or explanatory variable. [8] Multiple linear regression using the following equation model formula as follow:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e \quad (1)$$

Where, Y = Costumers Satisfaction, a = Constanta, b = Coeficient, X1 = physical evidence (tangible), X2 = reliability, X3 = responsiveness, X4 = assurance , X5 = Empathy and e = Error.

3. Results and Discussion

In multiple linear regression, it is known by several classical assumptions of multiple regression or also known as BLUES (Best Linear Unbias Estimation). In this study, it has passed the validity, reliability and normality test of the data. So that it is feasible to do multiple linear regression analysis, t test, f test and test of determination

3.1. Multiple Linear Regression Analysis

Multiple linear regression analysis in this study by using SPSS Statistics software application support version 22. So that based on the analysis by using SPSS program its can be presented multiple linear regression equation as follows.

$$Y = Y = 0.065 + 0.188\ X_1 + 0.207\ X_2 + 0.191\ X_3 + 0.229\ X_4 + 0.245\ X_5 \quad (2)$$

Based on this equation, it can be explained as follows:

1. The constant coefficient of 0.065 meaning if there is no tangible variables, reliability variable, responsiveness variable, assurance variable, and empathy variables, then customer satisfaction will be at 0.065 points.

2. The regression coefficient for the tangible variable is 0.188 in a positive direction, meaning that every increase in the quality of physical evidence is 1 point and the other variables are constant, then consumer satisfaction will increase by 0.188 points.

TABLE 1: Multiple Linear Regression Analysis. **Coefficients**^{a}.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.065	2.053		.032	.975		
	X1	.188	.093	.171	2.018	.046	.683	1.464
	X2	.207	.090	.192	2.293	.024	.707	1.414
	X3	.191	.088	.183	2.172	.032	.695	1.438
	X4	.229	.092	.220	2.498	.014	.635	1.574
	X5	.245	.114	.226	2.150	.034	.448	2.231

a. Dependent Variable: Y
Source: Primary data processed, 2020

3. The regression coefficient for the reliability variable is 0.207 in a positive direction, meaning that every increase in the reliability quality of GO-JEK is 1 point and the other variables are constant, then consumer satisfaction will experience an increase of 0.207 points.

4. The regression coefficient of the responsiveness variable is 0.191 with a positive direction, meaning that every increase in the quality of the responsiveness of 1 point and the other variables remain, the consumer satisfaction will increase by 0.191 points.

5. The regression coefficient for the assurance variable is 0.229 in a positive direction, meaning that every increase in the quality of the guarantee is 1 point, then customer satisfaction will increase by 0.229 points.

6. The regression coefficient for the empathy variable is 0.245 in a positive direction, meaning that every increase in the quality of care is 1 point, then consumer satisfaction will increase by 0.245 points.

Before looking at the results of testing the hypothesis, it is necessary to know that the statistical hypothesis in this study is:

3.2. t test

This partial test uses the t test, namely: H_o is accepted if $t_{count} < t_{table}$ at α = 5% H_a is accepted if $t_{count} > t_{table}$ at α = 5%

t Test (The result analiysis from table 3 above , shows 5's decision below :

1. Tangible has significant effect on customer satisfaction in the GO-JEK transportation service business with t_{count} is greater than t_{table} of 2.018 greater than 1.985. Its

TABLE 2: t test. **Coefficients**[a].

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.065	2.053		.032	.975
	X1	.188	.093	.171	2.018	.046
	X2	.207	.090	.192	2.293	.024
	X3	.191	.088	.183	2.172	.032
	X4	.229	.092	.220	2.498	.014
	X5	.245	.114	.226	2.150	.034

Source: Primary data processed, 2020

mean that Tangible is important. The results of anterna H_{01} testing in this study state that the tangible variable has significant effect on customer satisfaction. So thats H_{01} is rejected.

2. Reliability has a significant effect on customer satisfaction in the GO-JEK transportation service business with $t_{count} > t_{table}$ of 2.293 > 1.985. The results of H_{02} testing in this study state that the variable reliability has a significant effect on customer satisfaction, with a positive relationship direction. So H_{02} is rejected.

3. Responsiveness has significant effect on customer satisfaction in GO-JEK transportation service business with $t_{count} < t_{table}$ of 2.172 > 1.985. The results of the H_{03} test in this study which state that the responsiveness variable has a significant effect on customer satisfaction, with a positive relationship direction. So H_{03} is rejected.

4. Assurance has significant effect on customer satisfaction in the GO-JEK transportation service business with $t_{count} < t_{table}$ of 2.498 > 1.985. H_{04} test results in this study which states that the assurance variable has a significant effect on customer satisfaction, with a positive relationship direction. So H_{04} is rejected.

5. Emphaty has significant effect on costumer satisfaction in GO-JEK transportation service business with $t_{count} < t_{table}$ of 2.150 > 1.985. The results of the H_{05} test in this study indicate that the emphaty variable has a significant effect on customer satisfaction, with a positive relationship direction. So H_{05} is rejected.

3.3. F test

The effect of the independent variables on the dependent variable can be seen from the F test, the conditions for the F test are: H_o is accepted if $F_{count} < F_{table}$ at α = 5% H_a

is accepted if $F_{count} > F_{table}$ at α = 5%. Based on the results of statistical testing (ANOVA test / F test), it can be seen in the table below as follows:

TABLE 3: F Test.

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	304.162	5	60.832	21.763	.000^b
	Residual	262.748	94	2.795		
	Total	566.910	99			
a. Dependent Variable: Y						
b. Predictors: (Constant), X5, X3, X2, X1, X4						

Sources: Primary data are processed, 2020.

The effect of the independent variables on the dependent variable can be seen from the F test, the conditions for the F test are: zero hipotesis is accepted if F_{count} value less than F_{table} at sig α = 5%, so the alternative hipotesis is accepted if F_{count} value is greater than F_{table} value at sig α = 5%

Based on the results of statistical testing (ANOVA test / F test) it can be seen in the table below as follows:

Table 3 showwes we get that the F count value = 21,763 with a probability level sig = 5% After knowing the amount of F count. Then look for the distribution of the F table value and found the F table value of 2.31. Because the calculated F value count = 21.763 is greater than the F table value of 2.31, it can be concluded that all of the independent variables X_1, X_2, X_3, X_4, and X_5 (simultaneously) have an effect on the dependent variable (Y).

3.4. Determinant Coefficient Test (R2)

The determinant coefficient test is carried out to see the magnitude of the tangible influence on customer satisfaction in the GO-Jek transportation service business.The determinants obtained are as follows:

According to table 4, it is explained that $R^2 = 0.537$, which means explaining the magnitude of the influence of tangible, reliability, responsiveness, assurance, and empathy on customer satisfaction is 53,7% and the remaining 23.2% is explained by other variables.

The Universitas Simalungun is one of the routes taken by several city public transportation, including the siantar bus and the Sinar Siantar, then there are several rural transportation, namely Simas, sinar sepadan, sejahtera and others. In addition, there are

TABLE 4: Determination Test.

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics
					Sig. F Change
1	.732[a]	.537	.512	1.672	.000
a. Predictors: (Constant), X5, X3, X2, X1, X4					
b. Dependent Variable: Y					

3-wheeled passenger pedicabs, which are one of the typical passenger transportation modes in Pematangsiantar city.

Go-Jek Transportation is the first online application-based motorcycle taxi company to operate officially in the Pematangsiantar region since 2017. The millennial group is one of the largest groups of online motorcycle taxi service users. Given that they are very familiar and have mastered the use of application-based communication technology. Likewise with Simalungun University students, many of USI students use this service to go and return from college or to support their other activities.

The results of this study have similarities and differences with research conducted by [9] study, entitled Analysis of Service Influence on Customer Satisfaction Using Servqual Method (Go-Jek Case Study in Malang City). The similiarity with this research is that there is simultaneously influences between the independent variables tangible, reliability, responsiveness, assurance and empathy for the dependent variable is satisfaction consumers on Go-Jek. And the different with this research is that partially they found the tangible, reliability, responsive and emphaty have not significant effect on customers satisfaction.

The results of this study also have similarities and differences with research conducted by [10] study, entitled The Effect of Gojek Online Transportation Service Quality on Customer Satisfaction in Business Administration Students of Politeknik Jakarta. The similiarity with this study is that there is a positive influence on customer quality service to customer satisfaction. The difference between this study and Rifaldi did that they used 1 independent variable while the authors used 5 independent variables and 1 dependent variable.

4. Conclusions

Based on the results of hypothesis testing that have been described in this study, it can be concluded that: The result of partially test found that the tangible, reliability,

responsiveness, assrance and emphaty has significant effect on customers satisfaction in GO-JEK transportation Service business in Pematangsiantar Region. The result of simultaneously test found that the tangible, reliability, responsiveness, assrance and emphaty have significant effect on customers satisfaction in GO-JEK transportation Service business inPematangsiantar Region. The results of the determination test found that the magnitude of the influence of tangible, reliability, responsiveness, assurance, and empathy on customer satisfaction was 53.7% and the remaining 46.3% was explained by other variables not explained in this study.

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