

Building Trust and Quality of Customer Service Through Customer Satisfaction (Study of Gojek's Customers in Malang City)

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ABSTRACT

Transportation services are a substantial in people's lives due to its widespread in the community to facilitate their daily activities as working, traveling and others. A leading online ride-hailing company, Gojek, was founded by a Indonesian man, Nadiem Makarim in March 2014. It aims to reduce unemployment in Indonesia and provide solutions to congestion in the capital. Online application-based transportation services have been chosen by the public due to its easiness, more transparent cost calculation, and more satisfying service. Customers do not need to leave the house to order the service since they are highly possible to order it online with their smartphone devices.

Keywords: Customer Satisfaction, Gojek, Trust

INTRODUCTION

Trust is vital in developing consumer loyalty because it is a lasting reaction developed over time after a post-purchase evaluation and increases customer confidence that service providers will not engage in opportunistic behavior. To win it, producers must be able to realize product expectations, the achievement of needs, as well as feeling satisfied with consumers. Kotler (2012), explained that trust emerges from consumer expectations on various sources around, such as past experiences, word of mouth, and advertisements. In general, consumers compare perceived services with expected services. If the service assumption is below the expected service, consumers will be disappointed. Companies that succeed in adding benefits to their offerings make consumers not only satisfied but also surprised and contented, since their expectations are excessively satisfied. This leads to consumer trust that the company is able to meet their expectations. Service quality will encourage the realization of customer satisfaction. Customer satisfaction will encourage the growth of loyalty in the company's service products. Customer loyalty will lead to an increase in the Service Quality of the company. Consumer satisfaction is one of the determinants of customer loyalty. If customer loyalty is formed, profits and company revenue growth will certainly increase so that production activities become continuous and consistent with the goal of service quality.

RESEARCH METHOD

This study is correlational research. It aims "to determine how much variation in the factors associated with variations in one or more other facts about the comparison of translations" (Suryabrata, 2010, p. 82). Furthermore, Suryabrata (2010, p. 83) explains the characteristics of correlational research. They are:

- a. This research is suitable if the variables are complex and/or cannot be used with experimental methods or cannot be manipulated.
- b. This kind of study arranges several variables and their interrelations simultaneously under realistic conditions.
- c. What is obtained is a low and high reciprocal relationship and the absence of this interconnection. This is different from experimental research, in which results can be obtained and certain effects cannot be carried out.

Based on these arguments, this type of research is undeniable research used to test hypotheses about the relationship between independent variables representing service quality, and loyalty approval variables, while the intervening variable is customer satisfaction. The hypotheses are clearly formulated in the form of a hypothesis.

RESULTS AND DISCUSSION

General Overview of Malang City Gojek

Malang is currently packed with green-jacketed motorcycle drivers. Maybe almost in every way there must be one or two people wearing green jackets and helmets, and they are Gojek drivers. The founder of Gojek is a young Indonesian native. It was founded in 2011. Initially, Gojek merely served telephone calls for taxis. It is progressively growing. In early 2015, it launched the android application for users' convenience, since smartphones are currently a lifestyle for urban life. This innovation provides even more benefits to its founders and drivers.

Gojek is a technology company that focuses on social aspects and aims to improve the welfare of workers in various informal sectors in Indonesia. The company is partnering with around 200,000 (two hundred thousand) experienced and trusted motorcycle and taxi riders in Indonesia to provide a variety of services, including transportation and food delivery. Its activities are based on three core values: speed, innovation and social impact. The drivers argue that their income have increased since joining as a partner, in addition to health and accident benefits, and easy access to more customers through the application. It has officially operated in 10 major cities in Indonesia, including Jakarta, Bandung, Bali, Surabaya, Makassar, Yogyakarta, Medan, Semarang, Malang and Balikpapan. The company is still planning to develop in other cities in the coming year.

Its vision is to assist the improvement of transportation structure in Indonesia and make it easier for people to carry out their daily work, such as sending documents by a courier, and contribute to the further prosperity of the motorcycle and taxi drivers in Malang and Indonesia. Its mission is to become a reference for implementing compliance and good transportation structure management using technological advancements, providing excellent service and value-added solutions to customers. Opening jobs vacancy as wide as possible for the people of Indonesia, as well as increasing awareness and responsibility towards the environment and social to maintain good relations with various parties associated with the online motorcycle taxi business in Malang.

Description of Respondents

The results of research that has been conducted on 100 Gojek service users in Malang through questionnaires, reveal a general description of the characteristics of respondents as follows:

Table 1: Description of Respondents by Age

Num ber	Age level	Amount	
		F	%
1	<20 years old	12	12
2	20 – 30 years old	52	52
3	30 – 40 years old	20	20
4	> 50 years old	16	16
Total		100	100%

Table 1 above shows that the majority of respondents are between 20-30 years old, implying their maturity age and high productivity.

Table 2: Description of Respondents Based by Profession

Number	Jobs	Amount	
		F	%
1	Government employees	8	8
2	Entrepreneur	46	46
3	Employee	14	14
4	College student	26	26
5	Other (Farmer, driver, etc)	6	6
Total		100	100%

Table 2 above shows that the majority of respondents (46 people or 46%) are entrepreneurs. Since they generally work outside, transportation are vital in supporting their business activities.

Table 3: Descriptions of Respondents Based by Education Level

Number	Level of education	Amount	
		F	%
1	Elementary school		
2	Junior high school	-	-
3	Senior high school	42	52
4	Diploma	28	28
5	Bachelor	30	30
Total		100	100%

Table 3 shows the majority of respondents are high school graduates by 42 people or 42%. This means that the higher a person's level of education, the better their knowledge and experience in determining the choice of products or services.

Table 4: Respondents' Descriptions by Income Level

No	Income	Amount	
		F	%
1	< Rp 2.000.000	5	5
2	Rp 2.000.000 – Rp 3.000.000	18	18
3	> Rp 3.000.000 – Rp 4.000.000	48	48
4	> Rp 4.000.000 – Rp 5.000.000	14	14
5	> Rp 5.000.000	15	10
Total		100	100

Table 4 shows that the majority of respondents have income ranges > Rp. 3,000,000 - Rp. 4,000,000 by 48 people (48%). The respondents are classified as having a decent enough income for their income is above the regional minimum wage of Malang City.

Table 5: Respondents' Description by How Long They Become Gojek's Service Users

Number	The Duration of Service Users	Amount	
		F	%
1	<1 month	-	-
2	1-3 months	15	15
3	3-6 months	57	57
4	> 6 months	28	28
Total		100	100%

Table 5 shows that the majority of respondents that became Gojek service users in Malang between 3 months - 6 months are 57 people (57%). This implies that most respondents presumably have been using the service for quite a long time.

Variable Description

Descriptive analysis results are shown by respondents' answers which describe the condition of the unit of analysis based on the variables examined. The following table shows the mean value of the research variables.

Table 6: Interpretation of Mean Value / Mean Research Variables

Skor	Information
1,00 – 1,80	Poor / Highly Unsatisfied
> 1,80 – 2,60	Bad / Unsatisfied
> 2,60 – 3,40	Fairly Good / Fairly Satisfied
> 3,40 – 4,20	Good / Satisfied
> 4,20 – 5,00	Excellent / Highly Satisfied

Research Instrument Test Results

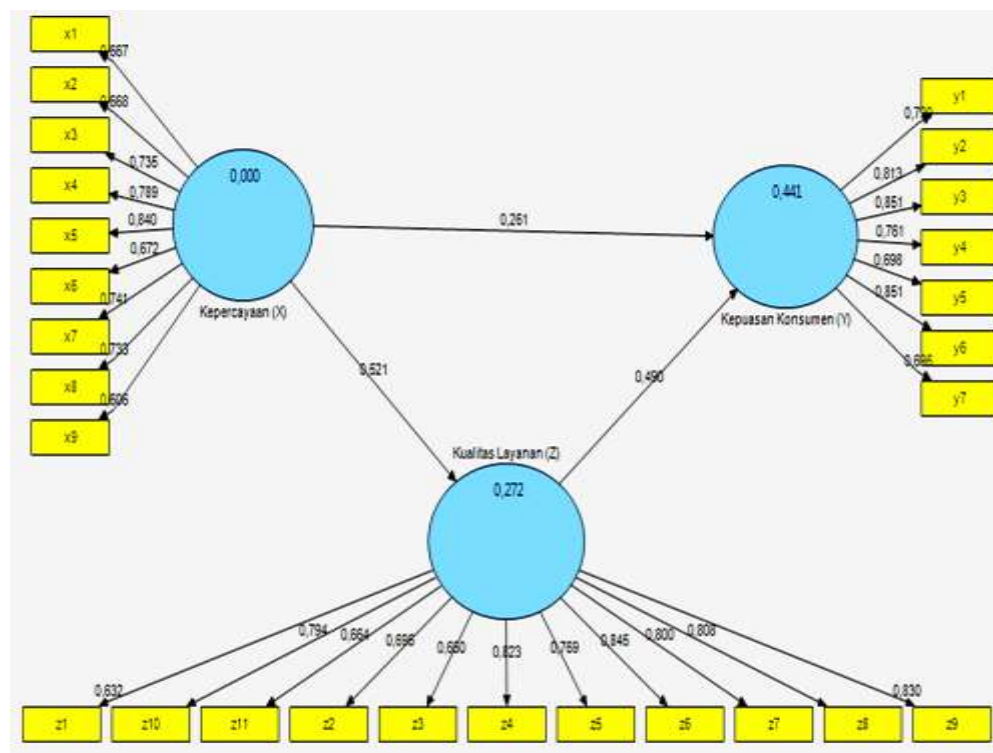
Validity Test Results

The instrument is considerably valid if it can measure what should be measured (Cooper & Schindler, 2014). For the validity test, the researcher used the Convergent Validity and Discriminant Validity Methods aided with SmartPLS 3.0. Based on the research method described in Chapter 3, before conducting further data analysis, the first step to take is incorporating raw data in the excel CSV comma delimited format before putting them onto the data analysis stage.

Testing the Measurement Model (Outer Model)

The following figure shows measurement model for the validity test.

Figure 1: Display of Measurement Model Output



Convergent Validity

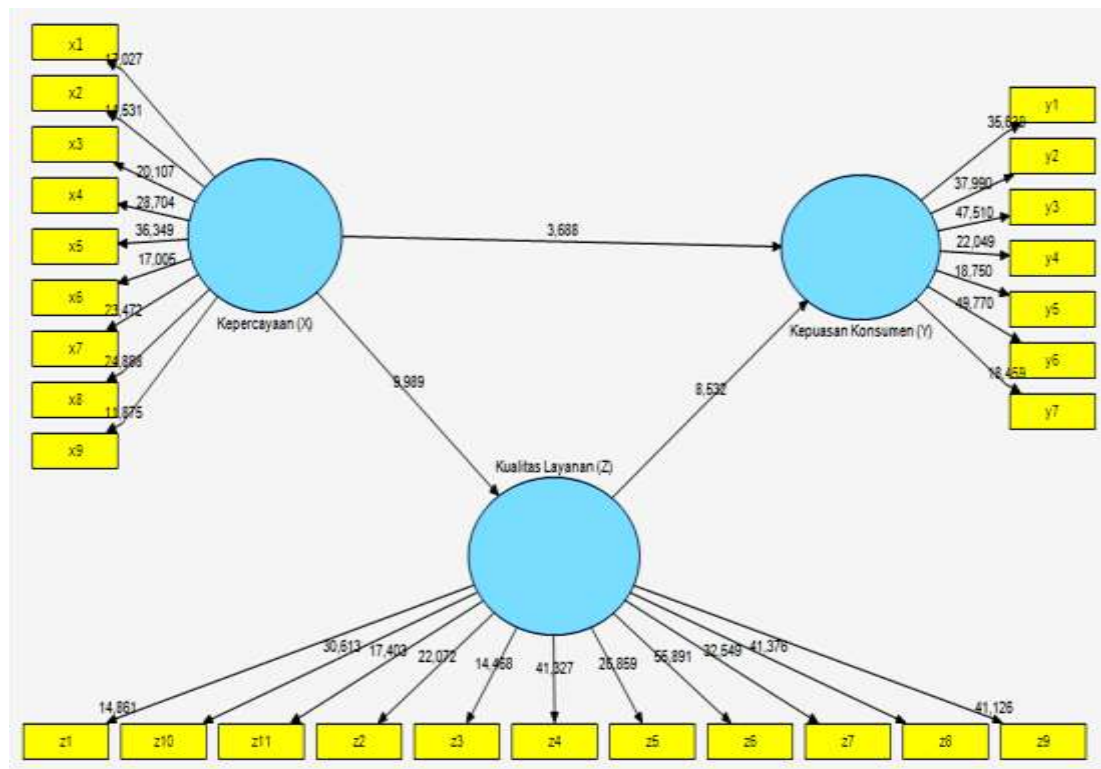
Convergent validity of the measurement model using reflective indicators is assessed based on the loading factor of the indicators that measure the construct. This study proposes three variables with a number of 27 indicators in which 9 indicators for Trust, 11 indicators for Service Quality, and 7 indicators for Consumer Satisfaction. The test results of the measurement model shown in Figure 1 explain:

- 1) The construct or variable of Trust is measured by indicators X.1-X.7. All indicators have a loading factor above 0.5, and AVE is 0.518 (above 0.5).
- 2) Service Quality construct is measured by indicators Z.1-Z.6. All indicators have a loading factor above 0.5, and AVE is 0.613 (above 0.5).

- 3) The construct of Consumer Satisfaction is measured by indicators Y.1-Y.4. All indicators have a loading factor above 0.5, and AVE is 0.576 (above 0.5).

Structural Model Testing (Inner Model)

Figure 2: Display of Inner Model Output



Based on the Beta Coefficient and the t-statistic values above, the test results for each hypothesis are as follows.

- Hypothesis 1 (Trust has a positive effect on Service Quality)**
The calculation result with SmartPLS 3.0 shows that Trust has a significant positive effect on Service Quality with beta coefficient of 0.521 and t-value $9.989 > t$ table 1.660. This implies the first hypothesis is accepted.
- Hypothesis 2 (Service Quality has a positive effect on Consumer Satisfaction)**
Hypothesis test results show the path between Service Quality and Consumer Satisfaction has beta coefficient value of 0.489 and t-value of $8.532 > t$ table of 1.660. This shows the significance of Service Quality and Consumer Satisfaction implying the second hypothesis is accepted.
- Hypothesis 3 (Trust has a positive effect on Consumer Satisfaction)**
The calculation results with SmartPLS 3.0 show the significance of Trust with Consumer Satisfaction. This is evidenced by beta coefficient of 0.260 and t-value of $3.688 > t$ table 1.660. This shows the significance between Trust and Consumer Satisfaction, implying the third hypothesis is accepted.

To determine that Service Quality provides the effect of full mediation or partial mediation, it needs to access the influence of predictors (Trust) on criterion (Customer Satisfaction) by continuing to include the effect of mediation (Service Quality). The test exhibits that when the influence of the mediator is included in the model, it shows that Trust has a significant influence on Consumer Satisfaction.

This is the same as the step when the mediation variable is entered into the model. With the direct influence of the predictor (Trust) on criterion (Customer Satisfaction) it concludes that Service Quality has the effect of full mediation.

Trust Has A Direct Positive Effect on Service Quality

The estimation results of the path analysis for the Trust variable produces t value of $9.989 > 1.660$ with a p-value of $0.000 < 0.05$ and a Standardized Coefficient of 0.521. These indicate that trust has a positive and significant effect on service quality. The positive standardized coefficient indicates that the better the quality of service, the higher the trust of Gojek transportation service consumers in Malang. The results of the study were supported by most of the respondents corresponding that: (1) Gojek driver is able to meet what its customers expect; (2) Gojek never conceals important information to its customers; (3) Gojek drivers always maintain their reputation; (4) Gojek has the concern to provide the best service for its customers; (5) Gojek drivers has a willingness to provide benefits for its customers; (6) Gojek has good faith to provide satisfaction to its customers; (7) Gojek drivers have the ability to provide quality services for customers; (8) Gojek drivers have experience to pick up and deliver on time; and (9) Gojek drivers have good and broad knowledge to provide the best service.

This study findings are consistent with research by Chou (2012) found a positive relationship between service quality and consumer confidence. Thus, consumers who trust the company will depend on it because of its good service quality guarantee. Conversely, consumers who do not trust the company will not depend on it since there is no guarantee of good service quality; even they will recommend others. In addition, Chou (2012) recommends companies to increase education training and expand service coverage to increase customer satisfaction and enable them to trust the company services. An important managerial implication of this study findings is to increase customer trust must be supported by improving service quality including reliability, physical evidence, assurance, responsiveness, and empathy.

Trust Affects Customer Satisfaction

The estimation results of the path analysis for the Trust variable produce t count of $8.532 > 1.660$ with a p-value of $0.000 < 0.05$. These indicate that trust has a positive and significant effect on consumer satisfaction. Standardized coefficient of 0.489 shows consumer trust has a positive and significant effect on consumer satisfaction. Thus, the second hypothesis is proven. The positive standardized coefficient indicates that the better the consumer's trust, the higher the customer satisfaction.

The results of this study are supported by most respondents corresponding that: (1) the appearance of Gojek drivers are very good in serving customers; (2) the physical condition of the vehicle used by the Gojek rider is in good condition; (3) each time using Gojek services in Malang, the driver behaves kindly; (4) Gojek drivers understand customer needs; (5) Gojek drivers are responsive in serving orders; (6) Gojek drivers show seriousness in serving customer complaints; (7) Conformity with the time promised by Gojek drivers; (8) Gojek driver expertise in driving vehicles in the service process is very good; (9) Gojek drivers provide legality guarantees in Gojek services; (10) Gojek

drivers provide safety guarantees to passengers when using Gojek services; and (11) Gojek drivers provide security guarantees to passengers when using Gojek services. The results of this study are consistent with the results of research conducted by Aurier and de Lanauze (2011) arguing that there is a causal relationship between trust and customer satisfaction. Likewise, Reichheld and Scheffer (2000) found that to increase customer satisfaction, businesses must first gain customer trust. In line with this, Ghane, Fathian, & Gholamian (2011) found, in their research on EBanking in Iran, that E-trust is positively related to E-satisfied in e-banking settings. In banking world, service quality has a direct or indirect impact on satisfaction and trust. This means that better service quality will be followed by higher trust, which in turn will increase trust in customer satisfaction.

Service Quality Affects Consumer Satisfaction

The estimation results of the path analysis for the variable Service Quality produce t value of $3.688 > 1.660$ with a p-value of $0.000 < 0.05$ and a Standardized Coefficient of 0.260. Standardized coefficient of 0.260 shows the quality of service has a positive and significant effect on customer satisfaction. Thus, the third hypothesis is accepted. The positive standardized coefficient indicates that the better the quality of service, the higher the satisfaction of Gojek transportation service customers.

The results of the respondents' answers show that the average respondent's answers on each variable of customer satisfaction included in the high category. The highest score is satisfaction with the price provided, while the lowest score is at the condition of the vehicle used by Gojek. The highest score is a statement about consumer satisfaction with the services provided by online motorcycle taxi services and satisfaction with the ease of using the Gojek application. Customer satisfaction provides benefits, including the relationship between the company and its customers to be harmonious, a good basis for repurchases and create customer loyalty, and form a word of mouth recommendation profitable for the company (Tjiptono, 2015, p. 24). According to Wyckof (1984), Service Quality is the expected level of excellence and control over the level of excellence to meet customer desires. If the service is as expected, the service quality is perceived as good and satisfying. If the service exceeds customer expectations, the perceived quality of service is ideal. Conversely, if the service received is lower than expected, the service quality is considered poor.

CONCLUSIONS

Based on the results of the study it can be concluded as follows.

- a. The results of the study prove that trust has a significant positive effect on customer satisfaction of Gojek transportation services in Malang.
- b. The results of the study prove that trust has a significant positive effect on the quality of transportation services in the city of Malang.
- c. The results of the study prove that Service Quality is able to mediate the relationship between trust and Gojek transportation service customer satisfaction in Malang.

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