

# STUDY ON GO-JEK CUSTOMER SATISFACTION IN SEMARANG INDONESIA

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# STUDY ON GO-JEK CUSTOMER SATISFACTION IN SEMARANG INDONESIA

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## ABSTRACT

Transportation supports daily activities. Various kinds of activities carried out from starting to travel, buying food, delivering/sending goods, buying goods and others almost certainly use transportation, either directly or indirectly; whether or not machined. Transportation is a useful tool for moving goods or people in a certain quantity, to a certain place, within a certain period of time. Along with the development of technology, the term "Online Transportation" appears, which is attached to transportation based on internet/online applications, whether motorized vehicles or cars. This online transportation service arises because the needs of the community are increasingly complex and the pioneer provider of online transportation services in Indonesia is PT. Go-Jek Indonesia. Go-Jek, face the competition with other online transport providers and must formulate a decisive strategy to keep its consumer.

Customer satisfaction is a variable that must be considered by the company because it will increase the value of the company. This research used 3 (three) independent variables which are brand image, price perception, service quality that influence customer satisfaction as dependent variable. This study used a multiple regression analysis method with 100 respondents. The results of this study indicate that the variables of brand image, price perceptions and service quality positively affect the customer satisfaction of PT. Go-Jek Indonesia. The results also show that Price Perception is the most influential factor on Customer Satisfaction that need to be the main consideration for the company in order to increase the customer satisfaction of Go-Jek services.

**Keywords :** *brand image, price perception, service quality, customer satisfaction.*

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## **I. BACKGROUND OF THE STUDY**

Transportation is a tool that is useful for moving goods or people in a certain quantity, to a certain place, within a certain period of time. (Tjiptono, 2012). The term "Online Transportation" service which is attached to transportation based on internet / online applications, whether motorized vehicles or cars. This online transportation service arises because the needs of the community are increasingly complex and one factor of the emergence of online transportation is also the growing development of internet services offered by service providers/internet providers, many forms of internet data package services that are increasingly cheap and more and more people who use the internet in their daily lives so that the internet becomes a necessity and lifestyle such as playing games, social media, buying and selling activities, looking for information and others. The pioneer provider of online transportation services in Indonesia is PT. Go-Jek Indonesia. PT. Go-Jek Indonesia is a company that provides online transportation services, as a service company, satisfaction is an important aspect that should not be ignored, often we assume that satisfied customers will be loyal to the products offered, but the reality is not always the case.

**Tabel 1. Customer Dissatisfaction's Factors**

NO	Questions	YES	NO
		Amount of Respondents & in Percentage	Amount of Respondents & in Percentage
<b>1</b>	The driver's appearance does not meet your expectations	<b>13 respondents (65%)</b>	<b>7 respondents (35%)</b>
<b>2</b>	Drivers are less skilled in driving	<b>3 respondents (15%)</b>	<b>17 respondents (85%)</b>
<b>3</b>	In buying goods / food orders, drivers often make mistakes.	<b>11 respondents (55%)</b>	<b>9 respondents (45%)</b>
<b>4</b>	Drivers are less detailed in delivering information on promos, discounts and various other Go-Jek services.	<b>11 respondents (55%)</b>	<b>9 respondents (45%)</b>
<b>5</b>	Drivers are less responsive in providing solutions to obstacles in the field. (if a problem occurs)	<b>4 respondents (20%)</b>	<b>16 respondents (80%)</b>
<b>6</b>	Prices provided are expensive than competitors.	<b>18 respondents (90%)</b>	<b>2 respondents (10%)</b>
<b>7</b>	Discounts or promos given prices are less attractive.	<b>4 respondents (20%)</b>	<b>16 respondents (80%)</b>
<b>8</b>	The benefits that I can do not match the price to be paid .	<b>12 respondents (60%)</b>	<b>8 respondents (40%)</b>
<b>9</b>	Will not recommended to others.	<b>7 respondents (35%)</b>	<b>13 respondents (65%)</b>
<b>10</b>	The results I receive are often not as expected.	<b>11 respondents (55%)</b>	<b>9 respondents (45%)</b>

Source: Developed by researchers based on theory and previous research.

According to Kotler & Keller (2013), customer satisfaction is a feeling of pleasure or disappointment who appear after comparing the expected performance (results) of the product to the performance received. In service products, consumer perceptions are directly associated with companies through brands. Therefore, the brand of a service company becomes very important, especially in the face of competition, given the character of intangible services, where consumers see brands in service companies as expectations or perceptions and the purchase of services they do is the same as buying a brand from a company, therefore brand image of a service company is very important.

Price perception also makes consumers satisfied with service products. Lee & Lawson-Body (2011) said that price perceptions are consumer ratings and emotional forms associated with whether prices offered by sellers and prices compared to competitors are reasonable, can be accepted or justified. Price promotions given by Go-Jek are Go Pay or vouchers to users.

Another factor that contributes greatly to customer satisfaction is service quality. According to Tjiptono (2012), product quality (both goods and services) contributes greatly to customer satisfaction, customer retention, word of mouth (WOM), repurchase order, customer loyalty, market share and profitability. Service quality provided by field implementers, in this case the Go-Jek driver, greatly influences consumer perceptions of the company's brand image. Services are intangible and more are subjective processes experienced by customers, where production and consumption activities take place at the same time. (Tjiptono, 2012).

**Table 2 Top Brand Index PT. Go-Jek Indonesia**

Year 2016

Year 2017

**JASA TRANSPORTASI ONLINE**

**JASA TRANSPORTASI ONLINE**

MEREK	TBI	TOP
Gojek	80.8%	TOP
Grab	14.7%	TOP
Uber	1.7%	
Blu-jek	0.7%	

MEREK	TBI	TOP
Gojek	59.2%	TOP
Grab	28.2%	TOP
Uber	8.0%	
Blue-jek	0.3%	

Source : <http://www.topbrand-award.com>.

Based on Table 2 show that Go-Jek was became first top brand index in online transportation. In 2016 and 2017 Go-Jek remained in first place in the Top Brand Index. In 2016, Go-Jek had a Top Brand Index of 80.8%. However, in the second year the index decreased by 21.6%, the index in 2017 was 59.2%. Based on data, we analyzed how brand image, price perception and quality of service influence customer satisfaction with Go-Jek customers in Semarang.

## **II. REVIEW OF LITERATURE**

### **1. Customer satisfaction**

According to Kotler in Susanto (2011) <sup>8</sup> customer satisfaction is the level of one's feelings after comparing performance or perceived results compared to expectations, whereas according to Anderson, et al, (2001) customer satisfaction contributes to a number of crucial aspects such as the creation of customer loyalty, increasing corporate reputation, reduced price elasticity, reduced future transaction costs, and increasing employee efficiency and productivity. Tjiptono (2012) describes three factors / indicators that can be used to measure customer or consumer satisfaction levels : service according to customer expectations, consistency in using services and recommend to others.

## **2. Brand Image**

The American Marketing Association defines a brand or brand as a name, term, sign, symbol or design, or a combination of them, which is intended to identify goods and services from one seller or group of sellers and distinguish them from the goods and services of its competitors (Tjiptono, 2012). There is a shift in value creation in goods, shifting to value creation in companies in the service sector. According to Biel (2013), several factors / indicators that shape brand image are, as follows: company image, product image and user image.

## **3. Price perception**

Peter & Olson (2010) states, in processing cognitive price information, consumers make comparisons between prices set with a price or price range that has been formed in their minds for the product. In the price perception, the company must try to provide a value offer for the goods / services offered and the value is stated at a price.

According to Berry & Yadav (2013) that so far there have been many fundamental errors in the practice of pricing services because service marketers ignore the characteristics of an intangible product. Price perception is also often referred to as perceived value, the value referred to here is the benefit obtained after issuing a certain amount of money / other non-monetary medium of exchange. Kotler & Keller (2013) mentions several factors or indicators which are used as references for customers in the price perception, they are : affordability of product prices, related to costs that must be incurred by consumers / customers, price compatibility with product quality, price compatibility with the benefits obtained.

## **4. Service quality**

According to Tjiptono (2012), service quality is an effort to meet the needs and desires of customers, and the accuracy of delivery to offset customer expectations. According (Lovelock.kk, 2010) service quality is something that consistently meets or beyond consumer expectations. There are 5 determinant factors that can be used to measure the level of service

quality of a service in SERVQUAL (Kotler & Keller, 2013); reliability, responsiveness, certainty, empathy and tangible things.

### 5. Effect of Brand Image on Customer Satisfaction

Brand image is a perception of good or bad of a brand in the minds of consumers and has an influence on the level of customer satisfaction. Brand image has an important role in marketing in the service sector, basically according to Tjiptono (2012) consumers usually do not establish relationships with certain goods or services, but instead foster strong relationships with specific brands. Consumers have certain expectations about a brand because consumers consider the brand as a manifestation of their expectations / expectations, if there is a gap or discrepancy (high or low) between these expectations and assumptions, there can be dissatisfaction because consumers accept the reality below their expectations / expectations. Based on the explanation above, the researcher proposes the following hypothesis:

**H1: Brand image has a positive effect on customer satisfaction.**

### 6. Effect of Price perception on Customer Satisfaction

Peter & Olson (2010) states, in processing cognitive price information, consumers make comparisons between prices set with a price or price range that has been formed in their minds for the product; this is called price perception. In relation to customer satisfaction, this is based on research conducted (Harjati & Venesia, 2015) that prices have a positive effect on customer satisfaction and (Husna, 2011) & (Wijaya & Herdioko, 2010) with a significant positive effect on customer satisfaction. Based on the explanation above, the researcher proposed the following hypothesis:

**H2: Price perception has a positive effect on customer satisfaction.**

### 7. The Effect of Service Quality on Customer Satisfaction

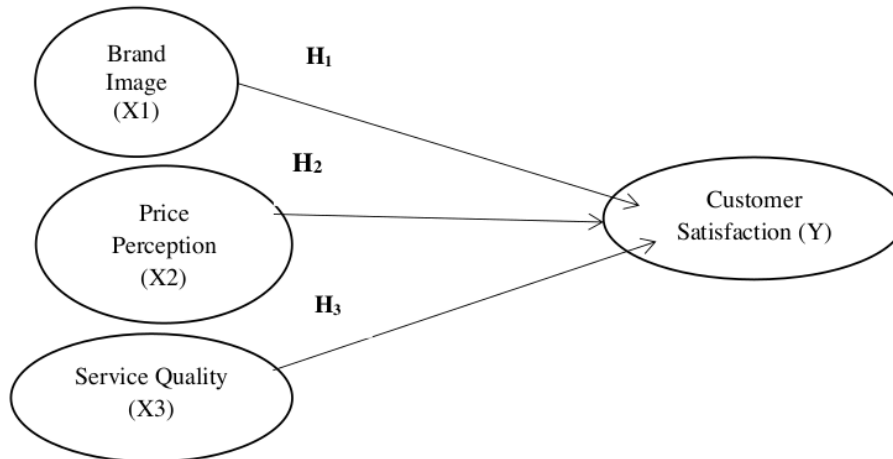
According to Tjiptono (2012), service quality focuses on efforts to meet the needs and desires of customers, as well as the accuracy of delivery to offset customer expectations. Seeing

from the definition conveyed by Tjiptono, the accuracy of service delivery is very important considering that consumers are hoping for the services provided and can influence satisfaction.

Based on the explanation above, the researcher proposes the following hypothesis:

H3: Service quality has a positive effect on customer satisfaction.

**Picture 1 Theoretical Framework**



### **III. METHODOLOGY**

#### **1. Research Variables**

The variables used in this study are dependent and independent variables. Sugiyono (2015), said that independent variables are variables that influence or are the cause of change or the emergence of the dependent variable. Independent variables : X1 = Brand Image, X2 = Price Perception, X3 = Service Quality. Dependent variables : Y = Customer Satisfaction.

#### **2. Population**

The population in this study were customers or users of the Go-Jek online transportation service in Semarang.

### **3. Sample**

The sample is part of a population consisting of several members of the population (Ferdinand, 2013). <sup>12</sup> this study, using the accidental sampling method which is part of nonprobability sampling. Accidental sampling means that respondents who met the researcher and were considered suitable to be sampled because they met the criteria (Sugiyono, 2015). The criteria referred to in this study were respondents who were Go-Jek customers in Semarang. The research sample was taken on Semarang residents / community users / customers of Go-Jek online transportation services as many as 100 respondents.

### **4. Analysis Method**

We using descriptive analysis and quantitative analysis methods. Descriptive analysis aims to describe the results of respondents' answers on each indicator question used by each variable. In conducting a descriptive analysis will be carried out using index analysis with scoring techniques (Ghozali, 2015). Quantitative analysis is a method of data analysis that uses numbers and statistical calculations that aim to test the truth of a research hypothesis that has been proposed previously. The method used in this study uses multiple regression. Analysis with this two-stage regression model is carried out using IBM SPSS software program (Statistical Package for Social Science) 23.

## **IV. RESULT AND DISCUSSION**

### **1. Quantitative Analysis**

#### **a. Validity test**

Validity test is used to test the validity of the questionnaire used to measure a variable. Validity testing is done by using the product moment Pearson correlation formula. An indicator is declared valid if it has a correlation value above r table.

**Tabel 3. Validity Results**

No	Variable & Indicator	R hitung	R table	
1	Brand Image			
	• Indicator 1	0,860	0,197	Valid
	• Indicator 2	0,836	0,197	Valid
	• Indicator 3	0,790	0,197	Valid
2	Price Perception			
	• Indicator 1	0,888	0,197	Valid
	• Indicator 2	0,906	0,197	Valid
	• Indicator 3	0,915	0,197	Valid
3	Service Quality			
	• Indicator 1	0,764	0,197	Valid
	• Indicator 2	0,810	0,197	Valid
	• Indicator 3	0,849	0,197	Valid
	• Indicator 4	0,835	0,197	Valid
	• Indicator 5	0,779	0,197	Valid
4	Customer Satisfaction			
	• Indicator 1	0,788	0,197	Valid
	• Indicator 2	0,894	0,197	Valid
	• Indicator 3	0,876	0,197	Valid

Based on table above, it can be obtained that all indicators used to measure the variables used in this study have a correlation coefficient greater than  $r_{table} = 0.197$  ( $r_{table}$  value for  $n = 100$ ). So that all these indicators are valid.

#### **b. Reliability Test**

Reliability testing to determine the reliability of a measuring instrument in measuring a variable. Reliability testing will be done using Cronbach Alpha A summary of the results of complete validity testing can be seen at Table 4 :

**Tabel 4. Reliability Results**

Variable	Cronbach's Alpha	Standard Alpha	
Brand Image	0,759	0,600	Reliabel
Price Perception	0,883	0,600	Reliabel
Service Quality	0,866	0,600	Reliabel
Customer Satisfaction	0,812	0,600	Reliabel

The results indicate that all variables have a fairly large Alpha coefficient that is above 0.600 so each variable from the questionnaire are reliable.

## 2. Hypothesis test

### a. Analysis of Multiple Linear Regression

To answer the proposed hypothesis, it will be used multiple linear regression analysis

Regression testing results are as follows:.

**Tabel 5. Model Regresi**  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.882	.845		3.410	.001
BI	.192	.106	.193	1.820	.072
PP	.305	.085	.348	3.581	.001
SQ	.183	.054	.325	3.378	.001

a. Dependent Variable: CS

$$Y = 0,193 X_1 + 0,348 X_2 + 0,325 X_3$$

Y : Customer Satisfaction

X<sub>1</sub> : Brand Image

X<sub>2</sub> : Price Perception

X<sub>3</sub> : Service Quality

The structural equation models show that Brand Image, Price Perception and Service Quality has positive influence to Customer Satisfaction. Price Perception are the most influencer to Customer Satisfaction.

**b. Test of Goodness of Fit (Hypothesis Test)**

The t test basically shows how far the influence of one independent variable individually explains the variation of the dependent variable. (Ghozali, 2015).

**c. F Test (Simultaneous Significance Test)**

The results of the f test can be seen from the results displayed from the ANOVA table, with the condition that the ratio between f counts is greater than f table with a significance of less than 0.05 (Ghozali, 2015). The results of the f test can be shown in table 6.

**Tabel 6. Uji Kelayakan Model/Uji F ANOVA<sup>a</sup>**

Model		F	Sig.
1	Regression	47.437	.000 <sup>b</sup>
	Residual		
	Total		

a. Dependent Variable: CS

**d. Determination Coefficient Test (R2 Test)**

This coefficient of determination is used to determine how much influence the independent variables have on the dependent variable. Following are the test results of the coefficient of determination (R2) below:

**Tabel 7 Determination Coefficient  
Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.773 <sup>a</sup>	.597	.585	1.223

a. Predictors: (Constant), SQ, PP, BI

b. Dependent Variable: CS

The coefficient of determination is used adjusted R square. From the results of testing the coefficient of determination is known that the coefficient of determination (adjusted R<sup>2</sup>) Regression model obtained for 0.585. This means that 58.5% of Customer Satisfaction can be explained by the variable Brand Image (X1), Price Perception (X2) and Service Quality (X3) and 41.5% Customer Satisfaction can be explained from other variables apart from the three independent variables used in this research.

## V. CONCLUSION AND FUTURE RESEARCH

### 1. Conclusion

Based on the results of multiple regression analysis, it shows that all independent variables (brand image, price perception and service quality) have a positive effect on the dependent variable (Customer Satisfaction). price perception has the greatest influence on customer satisfaction in Semarang.

### 2. Suggestion

Companies should focus on the policy of pricing services in order to continue to provide benefits to consumers of Go-Jek services. PT. Go-Jek Indonesia is a company that uses the most human resources in carrying out its business, for which the pricing of services is important for all parties including companies, drivers and consumers of Go-Jek. Price is a crucial factor that can affect the company's income and drivers in the field through the number of orders received by the drivers (also influences the amount of income earned by drivers) and prices can affect customer satisfaction from many aspects such as price increases, discounts, bonuses and

etc; the point is that companies and drivers must work together to realize customer satisfaction and there must be no party who feels aggrieved or feels exploited.

### **3. Future Research**

For future research, it is recommended to add other independent variables that effect to Customer Satisfaction such as utilities values and customer values. It is also recommended to research with different objects with the same problem, or with the same research object but different variables that can be used as a comparison and can complement the research.

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