

The Influence of E-Service Quality, and Customer Satisfaction On Go-Send Customer Loyalty In Surabaya

By Alexander Wirapraja

1 The Influence of E-Service Quality, and Customer Satisfaction On Go-Send Customer Loyalty In Surabaya

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Abstrak. Industri pengiriman barang dan jasa saat ini menjadi salah satu aspek vital bisnis industri, terutama di era pandemi Covid-1. Pengiriman barang baik produk maupun bahan makanan dapat dilakukan secara cepat dengan menggunakan jasa kurir yang dapat diakses melalui media online seperti gawai pribadi yaitu komputer dan *smartphone*. Salah satu keistimewaan dari GO-Jek Indonesia adalah hadirnya jasa kurir bernama Go-Send. Namun permasalahan yang muncul adalah adanya persaingan di lini bisnis yang sama sehingga menyebabkan konsumen memiliki banyak pilihan saat akan melakukan pengiriman. Pengukuran tingkat loyalitas membuat peneliti tertarik untuk mengukur persepsi pengguna Go-Send terhadap tingkat loyalitas pelanggan yang diukur dengan kualitas layanan elektronik dan kepuasan pelanggan. Penelitian ini menggunakan metode kuantitatif dengan menggunakan kuesioner dengan pengukuran skala likert dan metode pengambilan sampel menggunakan *convenience sampling*, dari hasil penyebaran kuisiioner diperoleh sampel sebanyak 109 responden, kemudian persepsi responden tersebut diukur menggunakan Structural-Equation-Modeling (SEM) menggunakan variabel E-Service quality, customer satisfaction dan consumer loyalty dengan tingkat kepercayaan 95%. Hasil penelitian ini menunjukkan bahwa loyalitas pengguna Go-Send dipengaruhi secara positif dan signifikan oleh kepuasan pelanggan dan tingkat kualitas e-service, hal ini menunjukkan bahwa konsumen tidak hanya memperhitungkan faktor promo dan harga, tetapi juga memperhatikan kualitas layanan yang diperoleh, layanan yang dapat memuaskan konsumen.

Kata kunci: Go-Send; E-Service Quality; kepuasan pengguna; kesetiaan pengguna.

Abstract. The goods and service delivery industry are currently one of the vital aspects of industrial business, especially in the current Covid-19 pandemic era. Delivery of goods, both products and foodstuffs, can be done quickly by using courier services that can be accessed through online media such as personal gadgets, namely computers and smartphones. One of the features of GO-Jek Indonesia is the presence of a courier service called Go-Send, the problem that arises is that there is competition in the same line of business, causing consumers to have many choices when making deliveries. Measuring the level of loyalty makes researchers interested in measuring Go-Send users' perceptions of the level of customer loyalty as measured by the quality of electronic services and customer satisfaction. This study uses a quantitative method using a questionnaire with Likert scale measurement and the sampling method using convenience sampling, from the results of the distribution of the questionnaire obtained a sample of 109 respondents, then the perceptions of these respondents are measured using the Structural-Equation-Modeling (SEM) method using variable E-Service quality, customer satisfaction and consumer loyalty with a 95% confidence level. The results of this study indicate that Go-Send user loyalty is positively and significantly influenced by customer

satisfaction and the level of e-service quality, this indicates that consumers do not only take into account the promo and price factors but also consider the quality of service obtained, services that can satisfy consumers. And being better than competitors will encourage consumers to simultaneously return to using the Go-Send application.

Keywords: Go-Send; E-Service Quality; Customer Satisfaction; Customer Loyalty.

1. Introduction

The online transportation service industry is growing rapidly in Indonesia, one of which is the company PT. Aplikasi Anak Bangsa which is commonly known as Go-Jek, one of the features in the Go-Jek application that specifically handles the delivery of many goods at once by providing insurance guarantees for the goods sent is known as Go-Send [1]. This kind of online activity has grown rapidly in Indonesia both on a large and small scale. This is proven by being supported by the development of the number of internet users in Indonesia which is increasing every year, the results of a survey in 2020 in the second quarter conducted by APJII noted that out of 266.91 million Indonesians, 196.71 million people are active internet users or an increase from 64.8 % in 2018 to 73.7% in 2019 until the second quarter (Q2) of 2020 [2]. Go-Send itself in 2018 occupied the number five Go-Jek service where 22% of consumers admitted to using this service to send goods compared to using similar services from similar companies, even a survey from Katadata [3] also recorded that 63% of users decided to buy goods or products when they know that there is a go-send service in sending these goods or products.

Based on the data presented by Katadata [3] which states that the number of customers who decide to buy goods and products because they are aware of the go-send service as a delivery medium, even research from Wirawan [4] states that the majority of customers who become respondents are around 15 % to 20% do not mind even though there are more costs to be spent in using these services, for consumers it is the quality of service and satisfaction so that the goods sent can arrive on time with good quality. The city of Surabaya itself was chosen because according to data from APJII the number of active internet users per province in East Java in 2019 to 2020 (Q2) was 26,350,802 million or the most number three after other provinces, namely Central Java with 26,536,320 million and West Java 35,100,611 million, the number of internet users in East Java has actually increased from the number of internet users in 2018 or 23,278,399 million users.

2. Theoretical Framework

2.1. Previous Research

Previous research that became the reference for this study regarding the variables of e-service quality, customer satisfaction and customer loyalty were:

Table 1. Previous Research

Research Theme	Research Methodology	Result
1. The Effect of E-Trust and E-Service Quality to E-Loyalty with E-Satisfaction as The Mediation Variable (The Study of Bebas Bayar Application User In Indonesia) [5]	Using Path Analysis and Non-Probability Sampling with 220 Respondent	The results showed that the research variables had a significant effect, but there were variables of e-service quality that did not have a significant effect on e-loyalty. E-trust and e-service quality have a significant effect on e-loyalty with e-satisfaction as a mediating variable.
2. E-Service Quality, E-Satisfaction and E-Loyalty	Using Gap analysis with 390 Respondent and using	The results showed that all e-Service Quality dimensions have a positive

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12 Loyalty of Online Shoppers in Business to Consumer Market; Evidence form Malaysia. [6]	convenience sampling procedure	6 and significant impact on consumer e-Satisfaction and furthermore, E-Satisfaction has a positive and significant impact on e-Loyalty.
3. The impact of e-service quality and customer satisfaction on customer behavior in online shopping [7]	Using Structural Equation Modelling (SEM) and Gathering data with 335 Indonesian Online Customer	The 10 results of the analysis show that the three dimensions of electronic service quality, namely website design, security / privacy and compliance affect the quality of electronic service 10 a whole, for the overall electronic service quality variable is statistically significantly related to customer behavior. Meanwhile, customer service has no significant relationship with the quality of e-service as a whole.

From the previous research above, the researcher decided to conduct research by taking the dimensions of e-service quality, customer satisfaction and customer loyalty to Go-Send Surabaya consumers.

2.2. E-Service Quality

E-service quality (e-servqual) is by definition defined as the level of efficiency and effectiveness of an application in facilitating product and service transactions. Assessment of service quality is carried out by assessing user interactions with applications in getting services from these applications [8]. Service quality in the context of e-commerce is a measure of how high an application's ability to serve transactions in the form of an effective and efficient shopping, payment and delivery service process [5]. Electronic Service quality has 7 dimensions, among others [9]:

1. Efficiency: a measure of the ease with which users can use the application, find products and information related to the desired product.
2. Reliability: is a functional aspect of the application relating to the extent to which the site's ability to facilitate user activity.
3. Fulfillment: fulfilling the company's promise to provide the best service such as stock availability, product delivery and on time as promised.
4. Privacy: is the company's ability to provide a sense of security regarding consumer data.
5. Responsiveness: is a measure of the company's ability to respond to requests and complaints and provide solutions to consumers.
6. Compensation: is the company's ability to provide product replacement or cost reimbursement in the event of damage or unsuitable delivery.
7. Contact: is the company's willingness to be contacted by consumers online or through direct contact, for example through customer voice services.

2.3. Customer Satisfaction

Consumer trust is a perception formed by consumers after experiencing directly the ability of the company, customer trust is usually influenced by the trust factor [10], customer satisfaction is the response of customers whether happy or disappointed with the goods and services used [9].

The indicator of the consumer satisfaction variable according to [10] is whether the application platform is trusted (1), whether the application platform is honest (2) and the services provided by the application are in accordance with consumer expectations (3), while according to Andayani in 2019 [11] The level of customer satisfaction is determined by product quality (1), service quality (2),

emotional (3), price (4) and cost (5). Satisfaction is closely related to customer attitudes and intentions, this is part of consumer behavior and directly affects consumer positive behavioral intentions, positive consumers will lead to loyalty to a particular brand or product in several literatures have confirmed a significant relationship between quality electronic services and customer satisfaction [7].

2.4. Customer Loyalty

Consumer loyalty is stated as a routine and recurring purchasing activity, a consumer in general will make repeated purchases if he is satisfied with the quality of the product used and the price paid [12]. Indicators of customer loyalty according to Wu and Li [13] are:

1. Willing to recommend to other consumers
2. Willing to provide positive testimonials to other consumers
3. Willing to share positive experiences from previous transactions with others
4. Willing to repeat the transaction again
5. Willing to be directly involved in transaction and non-transaction activities

Loyalty is generally considered to reflect two behaviors, namely repurchase intention and recommendation intention. In some studies, loyalty is associated with recommendation interest (e-WOM) and other activities such as the value creation process and the use of social media in research [14].

2.5. Research Framework and Hypothesis

The thinking framework in this study consists of 3 variables, including E-Service Quality (X1), Customer Satisfaction (X2), and Customer Loyalty (Y1), in this study will measure whether there is an influence between E-Service Quality and Customer Satisfaction on Customer Loyalty. on users of the Go-Send application. The framework in this research is shown in Figure 1 below:

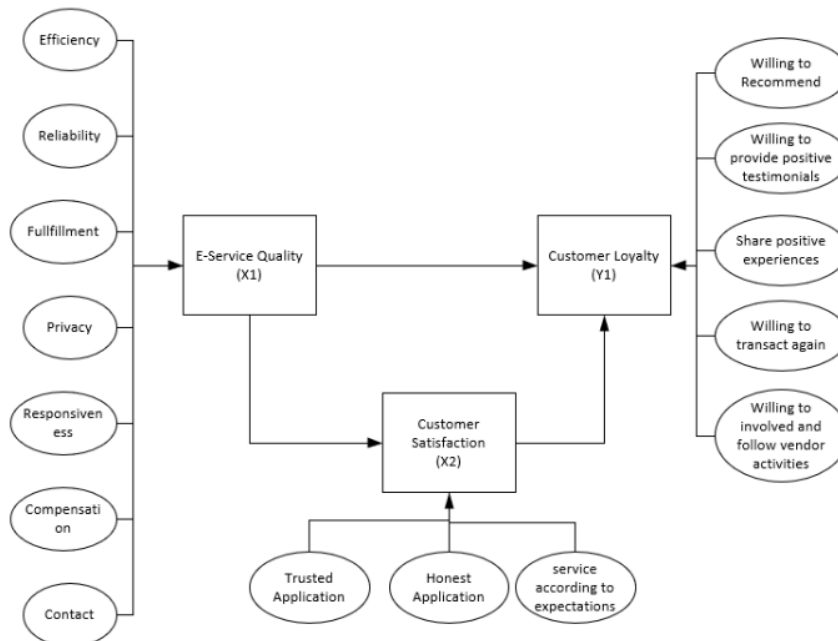


Figure 1. Research Framework

3. Methodology

The research method used is a quantitative method using SEM (Structure Equation Modeling) with SPSS and AMOS applications while the sampling technique uses a questionnaire with a sampling technique using convenience sampling because this sampling method is a method that is easy to measure and fast [15]. For the number of respondents used in this study amounted to 109 respondents with the distribution in the city of Surabaya, and the status of students, students, workers and entrepreneurs.

The determination of the number of samples used using convenience sampling is determined from the minimum number of samples, which is 5 times the estimated parameter, and based on research from Zuhdi [16] it is stated that the recommended minimum sample used is between 100-200 samples. The measurement scale used in the study of Go-Send users uses 11 Likert scale with a measurement scale between the values 1-4 and the scale values including strongly disagree (1), disagree (2), agree (3) and strongly agree (4). This measurement scale is applied to 30 statement items from 3 variables and 15 measurement indicators used in this study [17]. SEM provides a visualization of the relationship between different variables and SEM analysis is defined as the second generation of multivariate analysis, in that this analysis allows deeper insights into the analysis of different relationships (data) (in differences eg. cluster analysis or linear regression). The two basic components of SEM are measurement on the one hand and structural equation modelling on the other. The measurement model serves as validation for latent variables while the structural equation model analyzes the relationship between the research model and the latent variables [18].

4. Results and Discussion

In this discussion used several tests on the research model that has been made, while the questionnaire itself was tested for validity using a reliability test, while the model was tested using confirmatory factor analysis and Structural Equation Modeling (SEM).

4.1. Sampling and Data

Retrieval of data using purposive sampling or also called judgment sampling where the sample is taken based on the decision of the researcher to find respondents who can and are willing to provide information based on their knowledge and experience [19]. The target respondents were focused on adolescents and employees who use Go-Food a lot because of time constraints during their activities, so the demographic results of the sample distribution of respondents can be seen in Table 2 below:

Table 2. Respondent Profile

Demographics Variable	Category	Total Respondent	Ratio (%)
Gender	Male	44	40.4
	Female	65	59.6
Frequency Using the Go-Send Application	1-2 Times	13	11.9
	3-5 Times	49	45
	Above 5 Times	47	43.1
Age	17-20	49	45
	21-30	53	48.6
	>31	7	6.4
Job Profile	Office	1	0.9
	Administration		
	Office Employees	22	20.2
	Students	76	69.7
	Entrepreneur	10	9.2

Demographics Variable	Category	Total Respondent	Ratio (%)
Monthly Income (Rp)	< 2 Million	58	53.2
	>5 Million	8	7.3
	2 – 3 Million	28	25.7
	3 – 5 Million	15	13.8

4.2. Validity and Reliability Test

The validity test is a test conducted on a questionnaire item to measure the accuracy of an item in the questionnaire, a questionnaire item will be considered suitable for use is when it significantly correlated with the total item score [17], the validity method in this study will use the corrected item-total correlation method. The results of all items from the questionnaire that were tested for validity are in Table 3 below:

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Table 3. Validity Test Results

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	45.0734	34.680	.643	.923
X1.2	45.1835	34.985	.655	.922
X1.3	45.2294	34.456	.659	.922
X1.4	45.4220	34.320	.592	.925
X1.5	45.1101	34.951	.697	.921
X1.6	45.1743	34.479	.756	.920
X1.7	45.1743	34.516	.750	.920
X2.1	45.2661	34.253	.733	.920
X2.2	45.2202	34.655	.757	.920
X2.3	45.3119	34.291	.549	.927
Y1.1	45.2661	34.660	.670	.922
Y1.2	45.2936	36.043	.531	.926
Y1.3	45.2294	35.345	.672	.922
Y1.4	45.2569	35.063	.538	.926
Y1.5	45.3394	34.208	.692	.921

The results of the correlation value obtained are compared with the value in the r table with a significance level of 0.05 using data (n) and the results obtained are = 109 or df (n-2) = 107 which shows the results in r table = 0.1882, therefore from the results in Table 2 it is known that all items were declared valid because all scores on the total correlation corrected items had a result score above 0.1882 [20].

Reliability test is a test conducted on a questionnaire to measure the level of consistency of a measuring instrument, namely a questionnaire that represents an indicator of a research variable, the reliability test that is often used is Cronbach alpha and the results if the questionnaire is declared reliable. This means that the questionnaire items are stable and reliable [21]. In this study the results of the reliability test are as in Table 4 below:

Table 4. Reliability Test Results

Cronbach's Alpha	N of Items
.927	15

The results of the reliability test of the 30 questionnaire items that have been averaged so that the numbers for all indicators are 15 items and are at 0.927, which means that the questionnaire items

used in this study are declared reliable or consistent, for the reliability test itself the Cronbach alpha value limit must be above 0.60 [22]. Each variable used in this study is then connected and tested on the model structure using the SEM method so that the final model of this study is as shown in Figure 2 below:

4.3. Model Testing Results

From the results of tests that have been done before, the next step is to test the overall structure of the model so that the final model is obtained and the results of this study are as in Figure 2 below:

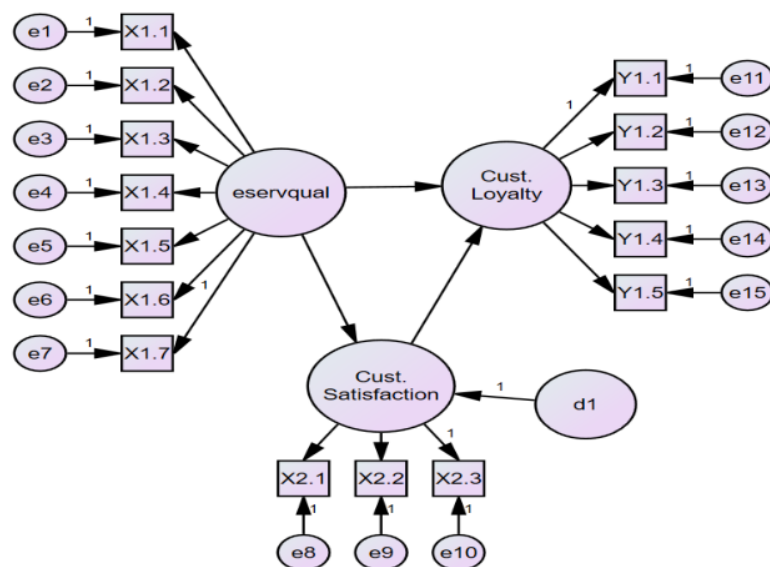


Figure 2. SEM Model

From the modeling results in Figure 2, it is found that the calculation results between the relationship between the research variables used together with the indicators, each p value is below 0.05, which means that all of these models are declared to have a significant relationship between variables [7].

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Table 5. Regression Weight

		Estimate	S.E.	C.R.	P	Label
CustomerSatisfaction	<--- eservqual	.860	.150	5.736	***	
CustomerLoyalty	<--- eservqual	.392	.115	3.401	***	
CustomerLoyalty	<--- CustomerSatisfaction	.590	.126	4.689	***	
X1.7	<--- eservqual	1.000				
X1.6	<--- eservqual	1.094	.117	9.346	***	
X1.5	<--- eservqual	.977	.116	8.404	***	
X1.4	<--- eservqual	1.034	.156	6.612	***	
X1.3	<--- eservqual	1.031	.137	7.528	***	
X1.2	<--- eservqual	1.012	.122	8.284	***	

		Estimate	S.E.	C.R.	P	Label
X1.1	<--- eservqual	1.070	.133	8.053	***	
X2.3	<--- CustomerSatisfaction	1.000				
X2.2	<--- CustomerSatisfaction	.977	.131	7.471	***	
X2.1	<--- CustomerSatisfaction	1.101	.146	7.526	***	
Y1.1	<--- CustomerLoyalty	1.000				
Y1.2	<--- CustomerLoyalty	.648	.122	5.301	***	
Y1.3	<--- CustomerLoyalty	.836	.118	7.097	***	
Y1.4	<--- CustomerLoyalty	.787	.152	5.168	***	
Y1.5	<--- CustomerLoyalty	.982	.145	6.764	***	

The results of the data in Table 4 show that each indicator in this study turned out to have a P value <0.01 indicated by the factor correlation value (***), which means that this model has an accepted hypothesis and the model has a high level of significance [23].

Table 6. Standardized Regression Weights

		Estimate
CustomerSatisfaction	<--- eservqual	.760
CustomerLoyalty	<--- eservqual	.393
CustomerLoyalty	<--- CustomerSatisfaction	.668
X1.7	<--- eservqual	.770
X1.6	<--- eservqual	.843
X1.5	<--- eservqual	.771
X1.4	<--- eservqual	.626
X1.3	<--- eservqual	.702
X1.2	<--- eservqual	.762
X1.1	<--- eservqual	.744
X2.3	<--- CustomerSatisfaction	.640
X2.2	<--- CustomerSatisfaction	.883
X2.1	<--- CustomerSatisfaction	.894
Y1.1	<--- CustomerLoyalty	.716
Y1.2	<--- CustomerLoyalty	.522
Y1.3	<--- CustomerLoyalty	.696
Y1.4	<--- CustomerLoyalty	.508
Y1.5	<--- CustomerLoyalty	.663

^aSource : Researcher primary data

The results of testing to determine the direct effect of the model on the level of confidence (Cronbach alpha = 95%) as in the research framework in Figure 2 and the results in Table 4 and Table 5, the results show that the e-service quality variable affects customer satisfaction and affects

customer satisfaction. customer loyalty to go-send service users, this means that go-send users want to return to using this service if the quality of service provided is good and affects their satisfaction.

The driving factor for increasing customer satisfaction is an application that can be trusted in sending their orders, for example, there is a guarantee of security and the goods can arrive on time and in good condition, the same as when it was originally shipped and consumers also want an honest application, for example, there is a match between the costs displayed. On the application screen with a nominal amount that must be paid by the consumer, the honesty of the application can also be indicated by the suitability of the profile of the courier who sent it and the courier who came to pick up goods from consumers so that consumers will feel that the company is fully committed to serving them.

Meanwhile, what Go-Jek must fix is how to influence consumers to want to continue using their application, especially delivery media using Go-Send, consumer satisfaction can fluctuate according to the business climate and resource capabilities of Go-Send. For example, consumers like promos and competitive prices and tend to compare promos and prices offered with competitors, besides that, the service quality factor is also a major factor that consumers often consider in comparing the services they get with similar services. Seeing the existing conditions, it is the duty of Go-Jek to continue to improve application services and re-evaluate their marketing strategies so that they are better than similar competitors so that they can increase consumer loyalty to continue using their application in every activity.

5. Conclusion

This study examines the loyalty or willingness of consumers to continue to use the go-send application by considering measurement variables such as satisfaction and service quality electronically displayed on the application. With an error rate of 5% or a Cronbach alpha value of 95% through the distribution of questionnaires to 109 respondents, the results showed that each variable has a significant relationship indicated by a p value <0.01, this value provides an explanation that if the Go-Jek application, especially the Go-Send module, can win. Business competition if it maintains good service quality and satisfies its customers

Good service indicators are efficiency, reliability, fulfillment of promises, safety factors, fast response, compensation and customer voice services, while customer satisfaction is determined by the quality of the application through the provision of honest information, fulfillment of consumer expectations and reliable applications.

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