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**ANALYSIS FACTORS AFFECTING ON USERS SATISFACTION
OF GOJEK ONLINE TRANSPORTATION IN BATAM CITY**

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ABSTRACT

This research aims to find out the influence of CRM, trust and user value on the satisfaction of online transportation users partially and simultaneously on gojek online transportation users in Batam City. The instrument used in the study to collect data was a questionnaire with a total of 394 respondents. Using validity tests and reliability tests to test data quality, multiple linear regression analysis and determination coefficient (R²) testing are used to test their effects, while t tests and F tests to test hypotheses using the help of SPSS version 25. Results from the adjusted determination coefficient (R²) test showed that CRM, trust and user value had a 12% effect on user satisfaction. While CRM (X₁) affects 14.7% on user satisfaction, trust (X₂) affects 19.3% on user satisfaction, and user value (X₃) affects 31% of satisfaction.

Keywords: CRM; Trust; User Values; User satisfaction.

INTRODUCTION

The presence of online transportation currently provides an alternative to the community for users to choose which transportation services are more providing services in accordance with the needs and desires of users (Sudirman, Halim, and Pinem 2020: 67). In the past transportation could be ordered in a conventional way, now with the internet no longer need to memedan in the conventional way but by online by using only a handheld phone. The phenomenon of online transportation is one of the extraordinary technological changes that are designed to provide convenience for people to travel by booking transportation online with its advantages as the main reason, namely the ease of booking, effectiveness and rapid time efficiency (Kurniawati and Muchsin 2019: 88).

One of the transportation companies that are growing today by using an online application system is Gojek. (Wahid, Sintia, Chaerotul 2019:133) PT. Gojek Indonesia is one of the companies that provide online transportation services that began operating in Jakarta Province since 2011. According to (Yunus 2017:60) starting in 2010, Gojek is a motorcycle vehicle transportation company when ordering using a phone, now it has developed into an on-demand mobile platform and application that serves a variety of variant services such as transportation, bills, logistics, food delivery, and various other on-demand services. Gojek connects service users with motorcycle taxi drivers through the Gojek application that can be accessed by telephone (Ayu Nur Aziza 2019: 63).

According to (Adnyana and Suprapti 2018:6043) gojek application is easy to use by everyone including students or students, workers and the community. By utilizing the Gojek application, users no longer need to walk to the principal of a motorcycle taxi driver to order ojek services, just by using the Gojek application users will be approached by Gojek drivers and will then send you to their destination (Murdianto, Rochmawati, and Perdanakusuma 2019:604). While conventional transportation is usually only one or more passengers, with the fare determined by the driver then the passenger negotiates a bargain with the driver first then if the driver agrees with the results of the negotiation will deliver his passengers to the desired destination according to (Suarico and Agustina 2017: 294). Because Gojek's service system is online, the company as much as possible prioritizes user satisfaction so that the company can achieve user value, ...

Gojek CRM is done to foster and maintain good relationships between customers and management. A deep understanding of customers will be able to generate a rapid response to changes in consumer preferences so that it will be able to increase the company's revenue. Crm problems on Gojek are related to the limitations of promos given only to customers who have Gopay. The limitations of the application determine the exact location of the point, sometimes the display of the address that appears on the pick-up or shuttle location does not match the point, so the user must explain the correct address via chat to the driver. When the weather is rainy the application often has problems to operate, also difficulty finding the presence of drivers, even though in rainy weather, the user's need for Gocar also increases.

Other issues also have to do with user trust. In addition to the price of course trust is also an important thing for users in using online transportation services. The role of service user safety should be the priority of drivers, drivers who want to be on time to send passengers to their destination sometimes drive in a hurry on the road, if more observed there are still many things that must be improved after safety factors, comfort factors also need to be updated such as in rainy times Gojek does not provide raincoats for its passengers (Jimmy Fachmy, Syahnur Said 2019:119). Based on the experience of Gojek users, they said that sometimes there are some drivers who do not provide helmets in accordance with the standards provided by Gojek, making the user feel at the time of driving becomes uncomfortable because the helmet used is not a standard gojek helmet even though the saf aspect of the road is not comfortable.

Price factors can also affect the decision of service users, Gojek as a service company often installs Gojek tariffs that often change while service improvement is still not optimal (Oktarini 2019: 2). In bad weather or rain, outside of business hours even though the tariff charged is double the normal price and often changes its rates, drivers also rarely take orders so users have difficulty getting drivers in situations like this. Because in Batam is determined by crowded rates or dynamic surge prices where rates change on the number of orders and the number of active drivers, tariff fee information (Gojek website 2017). According to (Sintya et al. 2018:1779) the determination of Gojek rates charged varies depending on mileage or based on the flat rate specified. Similarly, the opinion (Subagja and Fitriani 2017:2) user satisfaction must be created if the value obtained is equal to the sacrifices issued by the user and the value of the user.

But there are still many users who feel dissatisfied with Gojek, this can be seen from the many complaints from users against Gojek about user satisfaction. As opinion (Hasna Rahagi Sampurno 2019:857) some types of complaints that are often reported through the official twitter account of @Gojekindonesia in 2019-2020 are: Users order food / drinks on gofood, but do not come or not on order and

have made payments to gojek drivers. The user makes the delivery of goods through gosend but the goods are not up or taken by gojek drivers. The user's gopay balance worth hundreds of thousands is withdrawn by gojek drivers without the user making any transactions. Users find some drivers who have a rude attitude at the time of sending a message to confirm orders or on goride or gocar services while the trip is in progress. There are other complaints, such as negative news that is spreading.

Based on the background of the above problems, the problems contained in this study can be identified as follows:

1. The availability of promo programs is only given to customers who have Gopay.
2. Address view that appears on the app with an inappropriate shuttle point.
3. When the weather is rainy, the application is difficult to operate, difficult to find drivers and difficult to order food or send goods.
4. Drivers often rush to drive, do not provide standard helmets and do not provide raincoats for passengers.
5. Drivers have not all obeyed prokes, such as wearing masks and using safety barriers on Gocar.
6. The service value of service and pricing crowded (dynamic surge price). Gojek which often changes its rates and services, especially when it rains.
7. The number of online transportation has an impact on the increasingly tighter.
8. Competition burdens tariffs and many alternative service options from online transportation.
9. Low quality of service of Gojek drivers who are not in accordance with the standardization of service quality that has been set by the company from Gojek.

The limitations of the problem in this study are: Dependent variables are limited to CRM, Trust and Customer Value. Independent Variables are limited to User Satisfaction.

b. Gab Analisis

(Tjiptono, 2014:42) explaining database-based Customer Relationship Management contributes to significant improvements in identifying profitable and unprofitable customers. (V, Kumar & Reinartz, 2012: 45) explained that there are several indicators of Customer Relationship Management (CRM), namely: CRM Technology must be integrated with other systems in order to provide a tunggal view over and for customers so that it must be fulfilled in such a way that the right work practices and skills can be spread. Human (People) Human resources as supporters in the successful implementation of CRM. Process (Process) Process is everything that the company does. Processes in CRM need to be designed and operated so that they can contribute to value creation for customers. Knowledge and insight. The company must know its customers well in order to strengthen the relationship with customers. Therefore, the company must have knowledge about the customer.

According to (Sumarwan, 2011: 12) states that trust is an expression of the user's feelings about a particular object that can be felt or not, liked or disliked by consumers who give an idea of a sense of trust in the object, attributes or benefits that have been felt before. Objects can be such as products, users, companies and everything where the user has trust and attitude. As for the indicators of trust according to (Allicia Deana Santosaa, Vivi Indah Bintarib 2019:62) namely: Credibility of reliability of sellers Confidentiality Security Compensation compensation loss Image of seller Honesty seller.

According to (Kotler 2012: 36) user value is the difference from the total cost for users where the cost charged by the user from the use of each product or service with the total value of user costs, is the benefit obtained from the user for the product or service used. (Anggelina and Rastini 2019: 5308) user value is the result of observation of the comparison of user perception of the results of service, quality and benefits of products or services with sacrifices that have been paid. According to (Subagja and Fitriani 2017: 5) there are 3 types of user value indicators including: The value of sacrifice explains something that has been paid to get or have a product or service. Emotional value indicates the usefulness derived from circumstances affected by a perceived product or service. Functional values point to the benefits derived from the quality of a product or service formed and the desired performance.

According to (Tjiptono, 2014: 353), states that user satisfaction is a state that arises from feeling to evaluate a product or service experience. Indicators of the formation of consumer satisfaction are: conformity of expectations, re-use and willingness to recommend (Tjiptono, 2014: 101). (Kotler and Armstrong 2012: 222) satisfaction (satisfaction) means there is a sense of happiness or regret from someone who exists because after comparing the performance that has been felt from the results (products or services) to the expectations of users. The main factors that can determine user satisfaction by way of user perception of quality products or services (Lupiyoadi 2013: 192). According to (Priansa 2017:210) states that user satisfaction indicators are: Expectations (expectations) Performance (Performance) Comparison (Experience) Confirmation (Confirmation) or discounted (Disconfirmation).

Research conducted by (Octavia et al., 2019: 1-11) in the journal JUMBO Vol. 3 No.3 with the title "Influence of Customer Relationship Management (CRM) and Quality of Service on Customer Loyalty Through Customer Satisfaction in Business Government and Enterprise Service (BGES) of PT Telkom Witel Sultra". The results showed that Customer relationship management (CRM) has a positive and significant effect on customer loyalty to PT Telkom Witel Sultra. The quality of service has a positive and significant effect on customer loyalty to PT Telkom Witel Sultra. Customer relationship management (CRM) has a positive and significant effect on customer loyalty through customer satisfaction at PT Telkom Witel Sultra and quality of service has a positive and significant effect on customer loyalty through customer satisfaction at PT Telkom Witel Sultra.

Research conducted by (Usvela, Qomariah, and Wibowo 2019) in Indonesian management and business journals under the title Of Influence of Brand Image, Trust, and User Value on Herbalife User Satisfaction. The results of the study stated that brand image, trust, and user value simultaneously affect user satisfaction and brand image, trust, and user value partially have a significant effect on user satisfaction.

Research that has been conducted (Susanti 2017) in the journal of science and management research entitled Influence of Trust Factors, Service Quality, and Facilities on Rail User Satisfaction As a result states that trust has a significant and positive effect on user satisfaction, service quality has a significant and positive effect on user satisfaction, facilities affect positively and significantly on user satisfaction.

The research hypothesis is formulated as follows:

- H1: CRM partially has a significant effect on user satisfaction of Gojek online transportation in Batam City
- H2: Trust partially has a significant effect on the satisfaction of gojek online transportation users in Batam City

- H3: User value partially has a satisfaction effect of gojek online transportation users in Batam City
- H4: CRM, trust and user value simultaneously have a significant effect of Gojek online transportation users in Batam City

METODHS

This research is quantitative research. In this study the population is in the community in Batam City. Research sampling techniques that will be used by Simple Random Sampling is the sampling of members of samples that are done randomly (randomly) without regard to strata in the population (Sugiyono, 2012: 82). The number of samples in this study is known using the formula slovin with an error rate of 5%. Based on the known value of the slovin formula, the total number of respondents who were sampled was 394 people.

To obtain data as research material used by researchers using the Questionnaire method. Researchers disseminated a list of questions made questionnaires to gojek user respondents to the community in Batam City. Data collection using questionnaires or questionnaires is considered an effective technique. The tool used in data collection is to share a list of questions or statements with 394 respondents for responses.

This analysis will use computer assistance tools and statistical applications, namely SPSS program software version 25. Testing on the data will be analyzed to get an idea of an influence relationship or role between free variables and bound variables in this study.

Test the validity of data on research, using tests of validity and reliability. From the results can be determined whether or not an item will use a significant test of correlation coefficient which is usually done at a significant level of 0.05. The measuring instrument will be determined if the cronbach alphas value yields > 0.6.

The Classical Assumption Test is performed using normality tests, multicollinearity tests, and heteroskedasticity tests. The influence test is done with multiple linear analysis, and a coefficient of determination test. In this study will use hypotheses that will be tested with two methods, namely partial test (t test) and simultaneous test (test F).

RESULT AND DISCUSSION

Based on the results of the validity and reliability test, it can be known the results of the validity test above 0.113 and the reliability test results of cronbach alpha values above 0.06. Then it can be drawn the conclusion of all variables declared valid and reliable. Based on the normality test through the kolmogorov Smirnov test the value of asymp sig (2-tailed) 0.200 was concluded that the data was spread normally. The value of VIF<10 it is concluded that there is no multicollinearity. In the test coefficients value sig >005 can then be concluded there are no symptoms of heteroskedasticity. The results of the influence test through multiple linear regression analysis can be seen in Table 1:

Table 1 Multiple Linear Regression Test Results

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	11,211	1,571		7,136	,000
	CRM	,147	,048	,150	3,056	,002

	Trust	,193	,034	,278	5,635	,000
	User Value	,031	,045	,033	,691	,490

Source: Research Results Using SPSS,2021

Based on the table above, it can be concluded that: the CRM variable (X1) is positive which means there is a positive relationship of CRM (X1) with user satisfaction (Y), meaning that the increasing crm value (X1) will increase the value of user satisfaction (Y). The coefficient of the trust variable (X2) is positive which means that there is a positive relationship between trust (X2) and user satisfaction (Y), meaning that the increasing value of trust (X2) will increase the value of user satisfaction (Y). The variable coefficient of user value (X3) is positive which means that there is a positive relationship between user value (X3) and user satisfaction (Y), meaning that the increasing value of the user value variable (X3) will increase the value of user satisfaction (Y). Based on the results of the determination koofisien test obtained an Adjusted R square value of 12%.

Table 2 Partial Test Results (t Test)

		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
Model		B	Std. Error			
1	(Constant)	11,211	1,571		7,136	,000
	CRM	,147	,048	,150	3,056	,002
	Trust	,193	,034	,278	5,635	,000
	User Value	,031	,045	,033	,691	,490

Source: Research Results Using SPSS,2021

Based on the results from above, it shows the effect of independent variables on dependent variables as follows:

1. CRM significant value is 0.002 below 0.05 and t-count result 3,056 above the t-table 1,966. Then it can be concluded that the CRM variable partially has significant effect on the the satisfaction of Gojek online transportation users in Batam City.
2. Trust significant value is 0.000 below 0.05 and result of t-count 5.635 above the t-table 1,966. Then it can be concluded that the trust variable partially has significant effect on the satisfaction of Gojek online transportation users in Batam City.
3. User value is 0.490 above 0.05 and t-count result 0.691 below t-table 1.966. Then it can be concluded that the user value variable partially has no significant effect on the satisfaction of Gojek online transportation users in Batam City.

Table 3 Simultaneous Test Results (F Test)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	137,766	3	45,922	18,809	,000 ^b
	Residual	952,196	390	2,442		
	Total	1089,962	393			

Source: Research Results Using SPSS,2021

The results of significant values in this study are 0.000 below 0.05 and F-count value of 18,809 above from F-table 2.24 so simultaneously variable CRM, trust and user value have a significant effect on the satisfaction of Gojek online transportation users in Batam City.

Table 4 Conclusion of Hypothesis Test Results

HYPOTHESIS	Sig	STATUS
CRM partially has a significant effect on user satisfaction of Gojek online transportation in Batam City	0.002	Significant (Hypothesis accepted)
Trust partially has a significant effect on the satisfaction of gojek online transportation users in Batam City	0.000	Significant (Hypothesis accepted)
User value partially affects the satisfaction of gojek online transportation users in Batam City	0.490	Not Significant (Hypothesis rejected)
CRM, Trust and User Value simultaneously significantly affect to the satisfaction of Gojek online transportation users in Batam City	0.000	Significant (Hypothesis accepted)

CONCLUSION

Based on the results of research that has been concluded on the entire test that has been processed and get the results that will be appointed as follows:

1. CRM partially has a significant effect on the satisfaction of Gojek's online transportation users in Batam City.
2. Trust partially has a significant effect on the satisfaction of Gojek online transportation users in Batam City.
3. User value partially had no significant effect on gojek's online transportation user satisfaction variables in Batam City.
4. CRM, trust and user value simultaneously have a significant effect on the satisfaction of Gojek's online transportation users in Batam City.

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