

Analysis of Service Levels on Gojek Customer Satisfaction in the Period After the Covid-19 Pandemic

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Abstract

This research aims to analyze the differences that consumers can feel regarding the differences in the Gojek application before the pandemic, during the pandemic, and after the pandemic. The type of research carried out is quantitative research, usually referred to as using calculated numbers. The population in this study were all 30 Go-Jek application users. In taking samples using the census sampling technique, namely taking samples based on the existing population. The sample in this study amounted to 30 people. The primary data source used in this research is the results of questionnaires filled out by respondents. The data analysis method that will be used in this research is quantitative analysis. In this research, data analysis will use descriptive statistical techniques and multiple linear regression models. The services provided by Gojek do not have a significant influence on the satisfaction of customers using the Gojek application, which means that Gojek has carried out or fulfilled customer desires very well, which has been proven in the results of our questionnaire in the average indicator, which states strongly agree in every question given.

Keywords: service, customer satisfaction, gojek.

INTRODUCTION

Problems during the COVID-19 pandemic have had a negative and positive impact on every offline company and digital business, where the influence is very significant or has a very big impact on the company. One area of the company that has a very big impact is digital business, where they provide platforms in the form of websites and applications on smartphones. During COVID-19, we can do anything online or virtually, starting from shopping online, watching films or series with just a smartphone and a quota, and even buying food and drinks using just an application, and that application is called Gojek. Gojek is a digital company or startup that operates in the field of online transportation. With Gojek, we can order transportation in the form of a motorcycle or car online. Gojek has developed very rapidly, not only for ordering transportation; Gojek can also be used to order food with

the Gojek application. Gojek also provides a transaction service called GoPay, with which we can pay cashless or without physical money.

During the COVID-19 pandemic itself, Gojek was one of the start-ups that was quite badly affected, which was because many people were self-isolating, which caused people to rarely use Gojek or GoCar itself. Even the Gofood application also decreased because it was affected. the impact of the COVID-19 pandemic. After 2-3 years after the pandemic started to stabilize, many people have started to dare to go out or travel, which is a positive thing for the Gojek company itself. The quality of service offered to consumers is very important in measuring customer satisfaction. Customer satisfaction and service quality are closely related. As in several studies, the influence of service quality and online delivery services on customer satisfaction is presented. Customer satisfaction is defined as follows: "Satisfaction is the customer's assessment of the product or service itself, whether the product or service has met their needs, and whether their expectations tend to result in dissatisfaction with the product or service."

There are five dimensions related to service quality: reliability, responsiveness, assurance, empathy, and tangibles. Reliability means the ability to provide reliable and accurate services as promised. Responsiveness refers to the willingness to help and serve customers quickly; assurance refers to an employee's friendliness, knowledge, and ability to inspire customer confidence in the company; Empathy is customer consideration, such as the ability to listen, adapt, and be flexible to offer services according to consumer desires; Tangibles concern the company's appearance, equipment, employees, and other physical things. One of the service providers that deals directly with customers is Gojek, where Gojek must be able to deliver groceries or goods according to consumer requests and maintain the composition of customers. If desires are met, then consumers are satisfied with the service. Customer satisfaction is very important for the company because it can maintain stock, continuity, and future development. Consumer satisfaction is an evaluation of the services or products purchased that produce results that are at least as good as or exceed what the customer expected. Researchers want to conduct research on customer satisfaction with Gojek services after the COVID-19 pandemic ends and analyze what makes consumers still trust Gojek and the services available in the Gojek application.

METHOD

The type of research carried out is quantitative research, usually referred to as using calculated numbers. Quantitative research is a research method that functions to examine a population or a sample; taking samples is usually done randomly; collecting all data using research instruments; and statistical data analysis is aimed at testing a predetermined hypothesis. Quantitative research methods emphasize objective measurement and statistical, mathematical, or numerical analysis of data collected through opinion polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Our research uses quantitative methods that show descriptions of objects, contents, and

characteristics that can be carried out objectively. The existence of research carried out objectively is a very important characteristic that can provide a picture to eliminate bias, partiality, and tendencies towards the researcher's perspective. In this research, the Likert scale is used because it measures the attitudes, opinions, and perceptions of a person or group of people about the social phenomena that occur.

The population is all respondents who will be researched and who have certain values, qualities, and characteristics for researchers to study and then draw conclusions from. The population in this study were all 30 Go-Jek application users. Data can come from documents or respondent information, either in statistical form or in other forms for research purposes. The sample is the part, number, and characteristics possessed by the population. If the population is large and it is impossible for the researcher to study everything in the population, for example, due to limited funds, energy, and time, then the researcher will take a sample from that population. What is learned from the sample and the conclusions will be applied to the population. For this reason, samples taken from the population must be truly representative. The population in this study were all 30 Go-Jek application users. In taking samples using the census sampling technique, namely taking samples based on the existing population. The sample in this study amounted to 30 people.

Data can be obtained or derived from documents or information from respondents, either in statistical form or in other forms for research purposes. Data is obtained by measuring the value of one or more variables in a sample or population. The types and sources of data required in this research are:

1. Primary data

Primary data is research data obtained directly from original sources (not through intermediaries). The primary data source used in this research is the results of questionnaires filled out by respondents.

2. Secondary data

Secondary data is research data obtained from other sources, such as articles or theses. The secondary data source used in this research is the thesis entitled.

The data analysis method that will be used in this research is quantitative analysis. Quantitative analysis is carried out by creating sections that will be used as a data group based on variables and types of respondents, tabulating data based on variables from all respondents, presenting data for each variable studied, carrying out calculations to answer the problem formulation, and carrying out calculations to test the hypothesis that has been submitted. For research that does not formulate a hypothesis, the final step is not carried out. In this research, data analysis will use descriptive statistical techniques and multiple linear regression models. Descriptive statistics are statistics that are used to analyze data by describing or illustrating the data that has been collected as it is without the intention of making general conclusions or generalizations.

RESULT AND DISCUSSION

Based on the characteristics of the respondents, it is known that the majority of respondents in this study were male, namely 13 people, or 37.1%. Meanwhile, 22 respondents were female, or 62.9%. The majority of respondents in this study were aged between 17 and 25 years, namely 30 people, or 100%. that the majority of respondents in this study had student status, namely 39 people, or 82.9%; the second was 5 workers, with 14.3%; and the last was 1 student, with 2.9%. Most respondents, on average, strongly agreed with the statements on the service variable. From the 16 statements above, it can be seen that the largest average perception of respondents is that they work according to procedures, with a result of 4.2, which means that Gojek serves its customers very well. Most respondents, on average, strongly agreed with the statements on the motivation variable. From the three statements above, it can be seen that the average perception of respondents proves that customers are very satisfied with the Gojek application.

The F test value with a significance level of 0.000 (below 0.05) is 3043.27. Based on the level of significance, it can be concluded that H0 is rejected and H1 is accepted. This means that the independent variables consisting of work discipline, motivation, and compensation together have a significant effect on the dependent variable, namely employee performance (Y). The results of the coefficient of determination and multiple correlation coefficient tests show an R value of 0.995. This means that the relationship or correlation between factors that influence employee performance is strong because it is > 0.50 . The R square value is 0.990, or 99%. This shows that employee performance variables that can be explained by work discipline, motivation, and compensation variables are 99%, while the remaining 1% is explained by other factors not included in this research model.

Based on the calculation results, the regression coefficient value is positive, and the significance value for work discipline is $\alpha = 0.000 < 0.05$, indicating that work discipline has a significant influence on employee performance. So H1, which states the alleged influence of work discipline on employee performance, is accepted. The regression coefficient value obtained is positive, and the significance value for motivation is $\alpha = 0.000 < 0.05$, indicating that motivation has a significant influence on employee performance. So H2, which states the alleged influence of motivation on employee performance, is accepted. The regression coefficient value obtained is positive, and the significance value for compensation is $\alpha = 0.000 < 0.05$, indicating that compensation has a significant influence on employee performance. So H3, which states the alleged influence of compensation on employee performance, is accepted.

From the output results using the SPSS 24 program above, it shows that work discipline has a significant influence on employee performance. This is proven by a significant value of 0.000, which is smaller than 0.05. So, this means that the work discipline variable has a significant effect on employee performance. This result means that there is no influence of work discipline on employee performance because Gojek is very good at serving the community, and there are no problems or negative sides to this problem.

CONCLUSION

The services provided by Gojek do not have a significant influence on the satisfaction of customers using the Gojek application, which means that Gojek has carried out or fulfilled customer desires very well, which has been proven in the results of our questionnaire in the average indicator, which states strongly agree in every question given. This research only takes samples from the community so that the research results can be further developed into a wider scope, namely Gojek users. This research only examines services. There are still other factors that can influence Gojek customer satisfaction. The company is expected to continue to exercise control in terms of service so as to make customers feel satisfied with the Gojek application. In this research, we only discuss one independent variable that influences the dependent variable; perhaps with further research, we can expand the independent variables or look for other independent variables and use other research objects.

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