

An International Journal



Indonesian Journal of Economics,
Business, Accounting, and Management



E-ISSN: 2988-0211 | Vol. 02, No. 06, 2024, pp. 101-115 | DOI: 10.63901/ijebam.v2i6.98

Journal Homepage: <https://journal.seb.co.id/ijebam/index>

The Effect of Perceived Service on Consumer Loyalty to Gojek Online Transportation

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ARTICLE INFORMATION	ABSTRACT
Section Research Articles	This research aims to determine the influence of perceived service on consumer loyalty to Gojek online transportation. The number of respondents in this research was 325 people from all over Indonesia. A research study found that the things that were felt to influence consumer loyalty were sales promotions, perceived benefits, perceived services, and consumer satisfaction. This research uses a quantitative approach that uses primary data. The technique used in collecting data for this study is by collecting questionnaires online. Researchers use Structural Equation Modeling (SEM), processed with the Smart-PLS software tool, to test the model and estimate. This study has limitations, the sample of respondents in this study is limited to young individuals aged between 23 and 27 years who are currently self-employed. Further research can analyze changes in the behavior patterns of older people who think carefully about the transportation used daily in their activities.
Article History Article Submitted: 20/08/2024 Accepted: 26/08/2024 Available online: 16/09/2024	
Keywords online transportation Gojek sales promotion perceived benefits perceived service satisfaction loyalty	

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INTRODUCTION

Transportation is key to industrial growth, community development, and the economy, especially in facilitating the movement of people and goods from home to distant locations. Online transportation is increasingly popular in Indonesia, especially motorbikes which 114 million users use (Dessyanawaty and Yen, 2020). Services like, Uber, Gojek, or Grab enable door-to-door mobility easily and transparently. Online transportation applications help many people in daily activities such as working, go to school, etc. (Wulansari, 2021; Mahajan, 2024).



Gojek Indonesia, also known as PT Aplikasi Karya Anak Bangsa, is a transportation service through a mobile application that is leading the revolution of the transportation industry in Indonesia. Since its launch in 2010, Gojek has grown to more than 21,7 million web transportation customers in Indonesia as of January 2020. Gojek opens job opportunities for people from various levels of society with more than 2,5 million drivers and 400 thousand merchants in 2019, contributing around \$500 million annually to the Indonesian economy (Dessyanawaty and Yen, 2020).

Factors such as booking excellence, sales promotions, service perception, and customer satisfaction contribute to customer loyalty to online transportation services. Customer loyalty is when individuals repeatedly purchase goods or services from a specific company (Kotler and Keller, 2016; Alfiyanto, Indriani and Perdhana, 2020).

Every business aims to ensure that customers are content with the services they receive, as this directly influences their satisfaction. The perceived quality of service is crucial, particularly in transportation services. Furthermore, employing effective sales promotion strategies can boost customer satisfaction and loyalty. Additionally, leveraging technology can have a beneficial effect on both customer satisfaction and loyalty (Aziah and Adawia, 2018; Alfiyanto, Indriani and Perdhana, 2020).

Wendha, Rahyuda and Suasana (2013) research shows that a positive view of service affects customer satisfaction and loyalty. Research by Nguyen-Phuoc *et al.* (2020), confirms that customer satisfaction directly impacts loyalty. Interesting variants to study are sales promotions, perceived service, benefits of booking applications, and satisfaction that can increase loyalty to online transportation services. Factors such as service quality, sales promotions, and benefits of booking applications affect customer loyalty. Other subjects showed that the speed of response and ease of use of the application also affect loyalty.

The differences in the results of this study indicate that the factors influencing consumer loyalty to online transportation services such as Gojek can be very contextual and depend on various variables, such as geographic location, user demographics, and economic situation. Therefore, further research is needed to gain a more comprehensive understanding of the most significant factors in building consumer loyalty to online transportation services.

From the description, the title created in this study is “The Influence of Perceived Service on Consumer Loyalty to Gojek Online Transportation”. This research aims to determine the influence of perceived service on consumer loyalty to Gojek online transportation.

LITERATURE REVIEW & HYPOTHESIS

Theoretical Foundations

Perceived Sales Promotion

Promotion is communication that informs, convinces, and reminds about a company's products (Anggia, Kawet and Ogi, 2015). There are two types of sales promotions, monetary (price cuts) and non-monetary (loyalty programs). Monetary promotions are effective for increasing short-term sales, while non-monetary for the long term by strengthening the brand. Sales promotions influence consumer decisions and brand selection behavior (Kotler and Keller, 2012, 2016; Kotler and Armstrong, 2014). An effective strategy for attracting consumers is to increase sales promotions that can influence consumer satisfaction and purchasing decisions. Sales promotions can also be important in retaining customers for a particular brand (Andansari, 2018).

Perceived Benefits

Davis (1989) defines perceived usefulness as a person's belief that using a particular system will improve performance. Ease of use is the belief that using the system does not require excessive effort. System use satisfaction provides ease in performing tasks and can increase customer satisfaction (Amin, Rezaei and Abolghasemi, 2014).

Perceived Service

Perceived service is important in assessing the overall excellence of a service. Perceived service leads to customer satisfaction and brand loyalty. Companies need to compare consumer perceptions with their expectations to determine service quality (Thung, 2019). Service that exceeds expectations is considered excellent, while service that falls short of expectations is considered poor (Saputri, 2019). Company performance is affected by service perception, which influences the company's success strategy.

Satisfaction

Customer satisfaction is important for companies because it can affect their service reputation. Satisfied customers tend to respond positively and are more likely to repurchase products or use the same service in the future. Meeting customer expectations not only benefits the company but also increases competitive advantage. High satisfaction levels can help maintain customer loyalty and improve the company's sales volume (Anderson, Fornell and Lehmann, 1994; Tjiptono and Chandra, 2016; Sasongko, 2021).

Loyalty

Customer loyalty is a critical factor in determining a company's success in competing in the market in the long term. In the transportation sector, customer loyalty is measured through the continued use of services and the intention to recommend them to others. This is crucial for companies to maintain business continuity. Loyal customers are those who are very satisfied with a product or service, and they will recommend it to others, and extend their loyalty to other products from the same manufacturer (Tjiptono and Chandra, 2016; Aziah and Adawia, 2018; Randyka, 2021).

Hypothesis Development

The Effect of Sales Promotion on Satisfaction

Tjahjaningsih (2013) found that consumer satisfaction is positively influenced by sales promotions. Dewa (2018) also emphasized that sales promotions affect customer satisfaction. Research by Nguyen-Phuoc *et al.* (2020) showed that sales promotions directly affect the satisfaction of online transportation passengers in Vietnam. Based on this analysis, the following hypothesis can be proposed:

H₁: Sales Promotions Have a Positive Effect on Consumer Satisfaction

The Effect of Promotion on Loyalty

The study indicates that promotion, service perception, and product image affect customer loyalty. However, promotion does not have a significant impact on Manado Post-consumer loyalty due to incomplete information (Anggia, Kawet and Ogi, 2015). Online transportation companies need to provide good reward programs to prevent losing customer interest (Nguyen-

Phuoc *et al.*, 2020). The study also shows that consumer loyalty is directly influenced by sales promotions. Based on the explanation above, the hypothesis is:

H₂: Sales Promotions Have a Positive Effect on Loyalty

The Effect of Perceived Benefits on Satisfaction

Marlina, Winarko and Linawati (2023) research found that price, promotion and service quality on customer satisfaction in online grab ojek services, Kediri City. Research by Rasyid (2017) proved that information technology influences satisfaction and loyalty. Nguyen-Phuoc *et al.* (2020) highlighted complex factors in the satisfaction and loyalty of online transportation passengers. Based on the explanation that has been given previously, the hypothesis is:

H₃: Sales Benefits Have a Positive Effect on Satisfaction

The Effect of Benefits on Loyalty

Rasyid (2017) found that information technology affects customer loyalty. Research by Natalia and Br Ginting (2018) showed that the benefits of the VIU application affect user loyalty. Nguyen-Phuoc *et al.* (2020) emphasized that consumer loyalty is influenced by perceived benefits. Based on the explanation, the hypothesis is:

H₄: Sales Benefits Have a Positive Effect on Loyalty

The Effect of Perceived Service on Satisfaction

Marlina, Winarko and Linawati (2023) research found that price, promotion and service quality on customer satisfaction in online grab ojek services, Kediri City. Research by Nguyen-Phuoc *et al.* (2020) provides an understanding of the complexity of factors influencing the satisfaction and loyalty of online transportation passengers. This study shows that consumer satisfaction is directly influenced by service perception. Based on the explanation, the hypothesis is:

H₅: Service Perception Has a Positive Effect on Satisfaction

The Effect of Perceived Service on Loyalty

Wendha, Rahyuda and Suasana (2013) revealed that passengers tend to choose airlines that meet their expectations of the quality and value of customer service. Providing extraordinary customer value is a prerequisite for passenger satisfaction and loyalty to the company. Research by Kevin and Anandya (2021) shows that customer loyalty is not influenced by service perception. Meanwhile, research by Khan, Belk and Craig-Lees (2015) shows that perceived service perception has a direct relationship with purchasing behavior, and satisfaction mediates the relationship between perceived service perception and consumer loyalty. It was also found that service perception motivates consumers to buy a brand repeatedly which leads to loyalty. In addition, loyal customers are not sensitive to price and do not switch to competing brands. Based on the explanation above, the hypothesis is:

H₆: Perceived Service Has a Positive Effect on Loyalty

The Effect of Satisfaction on Loyalty

With services prioritizing customer satisfaction, benefits include trust, maximum value, ease of product use, and increased consumer loyalty. This study shows that customer loyalty is positively and significantly influenced by customer satisfaction (Abadi, Nursyamsi and

Syamsuddin, 2020). Research by Haeruddin and Haeruddin (2020) explains that increased satisfaction will lead to an increase in the volume of purchases and recommendations for goods or services to other potential consumers, which has a long-term impact on the sustainable profits expected by the company. This is considered to have the potential to increase customer loyalty. Based on the explanation above, the hypothesis is:

H₇: *Consumer Satisfaction Has a Positive Effect on Loyalty*

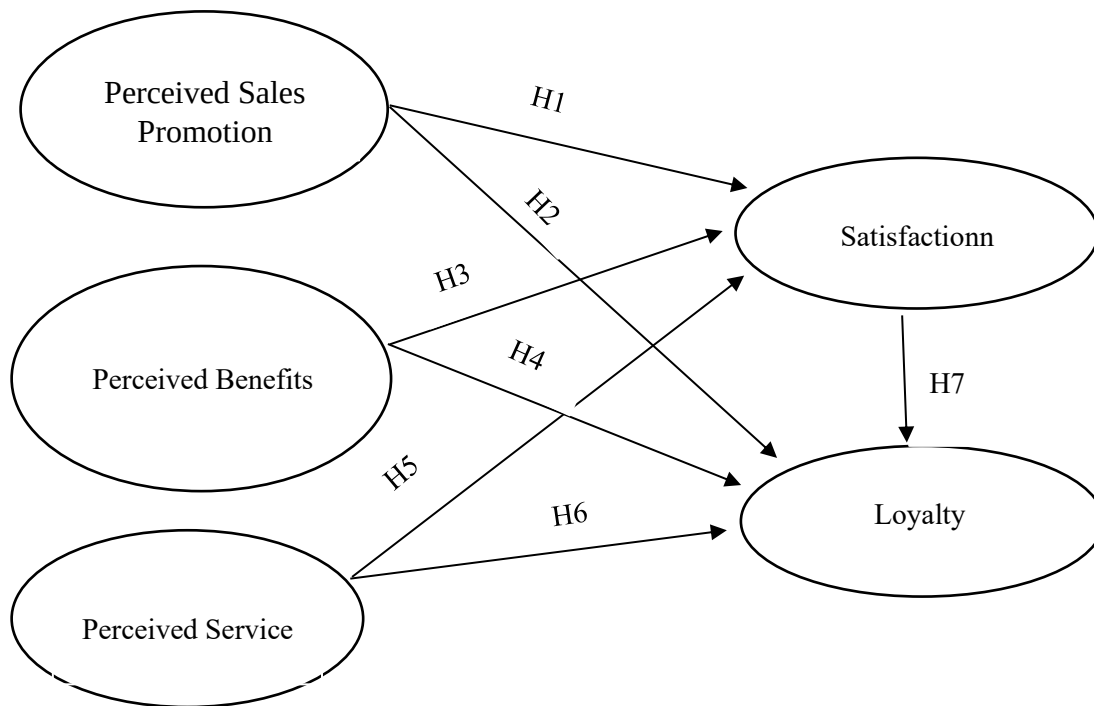


Figure 1. Research Frameworks

Source: Nguyen-Phuoc *et al.* (2020)

RESEARCH MODEL

This research aims to examine more deeply the effect of perceived service on consumer loyalty. This study uses a quantitative approach with primary data, using data collection techniques in the form of online questionnaires that are easy to implement and flexible. Data were collected through Google Forms and social media. The questionnaire questions were designed comprehensively and measured using a Likert scale.

This study selects users of the online transportation service Gojek in Indonesia as the population, using the convenience sampling method to take samples based on the availability and difficulty of obtaining elements. The researchers used the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach with SmartPLS 3.0 software for data processing. The recommended minimum sample size is a comparison of 5-10 times the number of observations for each indicator used, or 100 samples (Ghozali and Fuad, 2005). The number of research indicators can be multiplied by 5 (minimum sample) or 10 (maximum sample) to find out the number of samples used in this study (Ferdinand, 2006). The number of respondents in this research was 325 people from all over Indonesia.

Table 1. Respondent Profile

Demographics Variables	N	%
<i>Gender</i>		
Male	161	49,5 %
Female	164	50,5%
<i>Age</i>		
< 18 Years Old	16	4,9 %
18 - 22 Years Old	64	19,7%
23 - 27 Years Old	117	36%
28 - 32 Years Old	40	12.1%
33 - 37 Years Old	24	7,4%
38 - 42 Years Old	14	4,1%
<i>Last Education</i>		
Junior High School	13	4%
Senior High School	98	29,8%
Diploma	25	7,7 %
Bachelor's Degree	181	55,7%
Master's Degree	6	1,8%
Doctoral Degree	2	0,6%
<i>Work</i>		
State Civil Service	10	3,1%
Bumn Employee	9	2,8%
College Students/Students	89	27,4%
Employees	94	28,9%
Entrepreneur	123	37,4%
<i>Domisili</i>		
Jawa	276	84,9%
Kalimantan	3	0,9%
Sulawesi	6	1,8%
Sumatera	39	12%
<i>Monthly Income</i>		
≤ Rp. 1,000,000	72	22,2%
Rp. 1,000,000 - Rp 5,000,000	137	42,2%
Rp. 5,000,001 – Rp. 10,000,000	94	28,9%
Rp. 10,000,001 – Rp. 15,000,000	14	4,3%
≥ Rp. 15,000,000	8	2,5%
<i>Use of Transportation Services</i>		
Once a Month	155	47,7%
Twice a Month	93	28,6%
Three Times a Month	38	11,7%
More Than Three Times a Month		

Source: Processed Primary Data (2023)

ANALYSIS RESULTS

Outer Model Testing

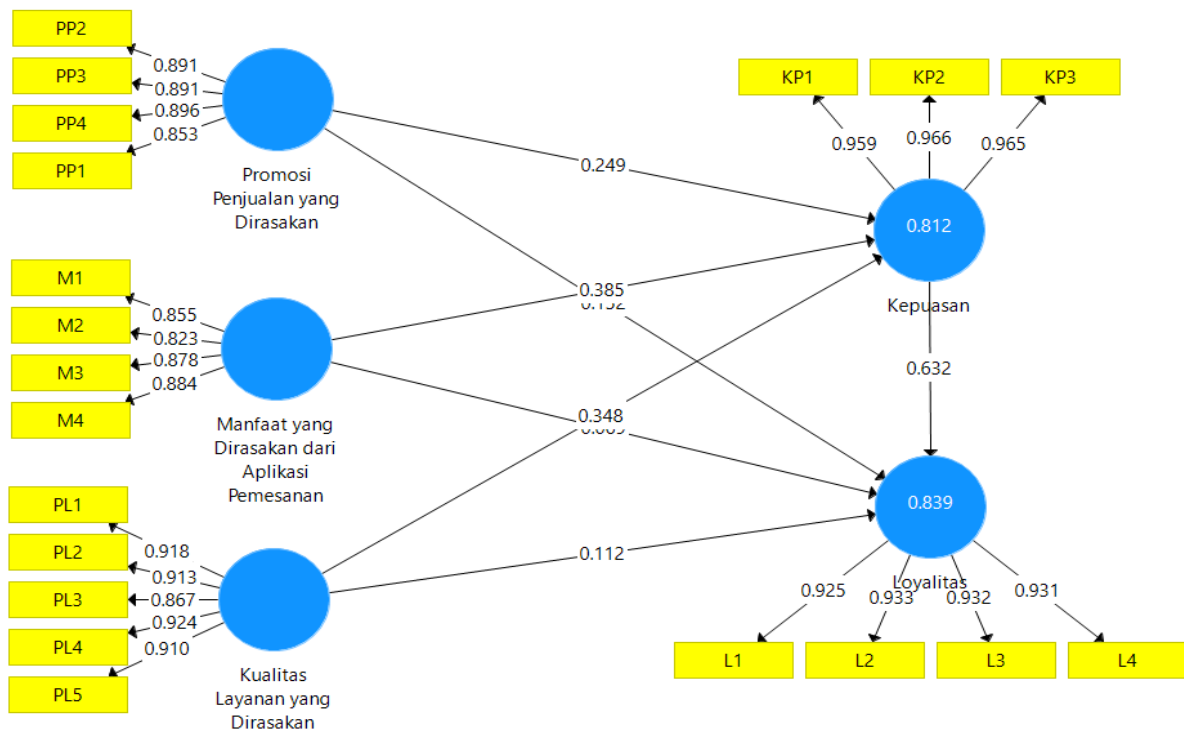


Figure 2. Outer Model Test Results

Source: Processed Primary Data (2023)

Convergent Validity Test

Convergent validity testing, indicators used in measurement with outer loading parameters, and Average Variance Extracted (AVE). The expected parameters show outer loading values $> 0,7$ and AVE $> 0,5$ (Ghozali, 2018). According to Hair *et al.* (2019) the parameter indicator on the loading factor is $\geq 0,5$ or the normal value is $\geq 0,7$. The results obtained in the convergent validity test:

Table 2. Initial Item Loading and AVE in Model

Variables	Indicator	Loading Factor
Perceived Sales Promotion	PSP1	0,853
	PSP2	0,891
	PSP3	0,891
	PSP4	0,896
Perceived Benefits	PB1	0,855
	PB2	0,823
	PB3	0,878
	PB4	0,884
Perceived Service	PS1	0,918
	PS2	0,913
	PS3	0,867
	PS4	0,924

Variables	Indicator	Loading Factor
Satisfaction	PS5	0,910
	S1	0,959
	S2	0,966
	S3	0,965
Loyalty	L1	0,925
	L2	0,933
	L3	0,932
	L4	0,931

Source: Processed Primary Data (2023)

All indicators have a filling factor value greater than 0,7, and the AVE for each variable shows a value greater than 0,5. Therefore, no items will be removed from the model. The instrument items are declared to have passed the convergent validity test, as shown by the test results obtained in the table 3:

Table 3. Average Variance Extracted

Variable	Average Variance Extracted (AVE)
Satisfaction	0,928
Perceived Service	0,822
Loyalty	0,865
Perceived Benefits	0,740
Perceived Sales Promotion	0,779

Source: Processed Primary Data (2023)

Discriminant Validity Test

Fornell Larcker Criterion

In the Fornell-Lacker assessment, the AVE value is compared with the correlation of different constructs. In most cases, the discriminant validity value meets the criterion standard if the AVE value of a structure is greater than the correlation value between the structures (Fornell and Larcker, 1981). While in the cross loading assessment, it is expected to find a value >0,50 (Ghozali, 2018).

Table 4. Fornell Larcker Criterion Value

	Satisfaction	Perceived Service	Loyalty	Perceived Benefits	Perceived Sales Promotion
Satisfaction	0,963				
Perceived Service	0,840	0,907			
Loyalty	0,905	0,817	0,930		
Perceived Benefits	0,830	0,764	0,789	0,860	
Perceived Sales Promotion	0,805	0,799	0,800	0,724	0,883

Source: Processed Primary Data (2023)

Cross Loading

This test meets the measurement criteria on discriminant validity. Furthermore, the test of discriminant validity is reviewed from the cross loading values shown in the following table:

Table 5. Cross Loading

	Satisfaction	Perceived Service	Loyalty	Perceived Benefits	Perceived Sales Promotion
S1	0,959	0,819	0,859	0,810	0,775
S2	0,966	0,807	0,876	0,787	0,761
S3	0,965	0,803	0,882	0,802	0,791
PS1	0,767	0,918	0,759	0,707	0,726
PS2	0,811	0,913	0,766	0,756	0,717
PS3	0,742	0,867	0,717	0,643	0,734
PS4	0,727	0,924	0,714	0,669	0,725
PS5	0,758	0,910	0,744	0,681	0,722
L1	0,867	0,771	0,925	0,761	0,761
L2	0,891	0,773	0,933	0,776	0,752
L3	0,800	0,739	0,932	0,684	0,740
L4	0,805	0,754	0,931	0,709	0,721
PB1	0,705	0,569	0,655	0,855	0,565
PB2	0,636	0,614	0,599	0,823	0,594
PB3	0,746	0,728	0,734	0,878	0,698
PB4	0,762	0,707	0,716	0,884	0,628
PSP1	0,633	0,613	0,645	0,587	0,853
PSP2	0,745	0,756	0,765	0,657	0,891
PSP3	0,750	0,740	0,676	0,649	0,891
PSP4	0,708	0,703	0,731	0,658	0,896

Source: Processed Primary Data (2023)

Reliability Test

Reliability testing uses a two-method approach, namely by reviewing the cronbach alpha value and composite reliability. as for the review of the cronbach alpha value for the expected reliability test, it is $> 0,6$ (Ghozali, 2018) . While the expected composite reliability value for the reliability test is $> 0,7$ (Ghozali and Latan, 2015).

Table 6. Cronbach Alpha and Composite Reliability

Variable	Cronbach Alpha	Composite Reliability
Satisfaction	0,961	0,975
Perceived Service	0,946	0,958
Loyalty	0,948	0,962
Perceive Benefits	0,883	0,919
Perceived Sales Promotion	0,906	0,934

Source: Processed Primary Data (2023)

Inner Model Testing

R-Square

In conducting inner model testing, the r-square (R^2) value can be used to see the current percentage of variance to determine the structure of the independent variables that affect the independent variables (Ringle *et al.*, 2018). According to Chin and Marcoulides (1998) the reason to assessing r-square divided into three criteria, namely an r-square value of 0,67 indicates strong, an r-square value of 0,33 indicates moderate, and an r-square value of 0,19 indicates weak. Based on the table 7, it can be concluded that the r-square re quite strong because it has the value $>0,67$.

Table 7. R-Square

	R Square	R Square Adjusted
Satisfaction	0,812	0,810
Loyalty	0,839	0,837

Source: Processed Primary Data (2023)

Q-Square

Assessing q-square's predictive relevance to validate the model. According to the indication requirements, the observed value reviewed is good if the q-square value > 0 but the q-square value < 0 indicates that the observed value is not good in the ability of the exogenous latent variable to predict its endogenous variable.

Table 8. Q-Square

	SSO	SSE	Q ² (=1-SSE/SSO)
Satisfaction	975,000	250,456	0,743
Perceived Service	1,625,000	1,625,000	0,00
Loyalty	1,300,000	368,504	0,717
Perceived Benefits	1,300,000	1,300,000	0,00
Perceived Sales Promotion	1,300,000	1,300,000	0,00

Source: Processed Primary Data (2023)

Path Coefficient

The path coefficient test has a standard for determining the t-value of $>1,96$, p-value of $<0,05$, and original sample (Hair *et al.*, 2019). The following test results are shown in Table 9.

Table 9. Path Coefficient

	Original Sample (O)	T Statistics (O/STDEV)	P-values	Results
Perceived Sales Promotion -> Satisfaction	0,249	2,724	0,007	H ₁ Supported
Perceived Sales Promotion -> Loyalty	0,152	2,002	0,046	H ₂ Supported
Perceived Benefits -> Satisfaction	0,385	5,248	0,000	H ₃ Supported

	Original Sample (O)	T Statistics (O/STDEV)	P-values	Results
Perceived Benefits -> Loyalty	0,069	0,941	0,347	H ₄ Not Supported
Perceived Service -> Satisfaction	0,348	3919	0,000	H ₅ Supported
Perceived Service -> Loyalty	0,112	1195	0,233	H ₆ Not Supported
Satisfaction -> Loyalty	0,632		0,000	H ₇ Supported

Source: Processed Primary Data (2022)

Discussion

Sales Promotion positively impacts consumer satisfaction in online transportation. Gojek's promotional programs are widely appreciated. Research by Tjahjaningsih (2013) and Dewa (2018) shows that promotional perception influences customer satisfaction, especially in tourist contexts like Yogyakarta. Sales promotions significantly increase customer loyalty in online transportation services. Nguyen-Phuoc *et al.* (2020) found a positive impact on customer loyalty in Vietnam. Descriptive analysis showed strong agreement that "Gojek customers can transfer reward points for their next trip," with a high rating of 5,54. Research indicates that perceived benefits of booking apps positively impact online transportation user satisfaction.

The majority of respondents are S1/Equivalent (55,7%) showing that working-age individuals find it easier to access online transportation services. Data analysis revealed that the perceived benefits of booking applications do not impact the loyalty of online transportation consumers, contrary to previous studies, Natalia and Br Ginting (2018) Respondents with an average expenditure of IDR 1,000,000 - IDR 5,000,000 (42,2%) and aged 23-27 years (36%) are becoming more financially conscious. Research indicates that personal interests, decision-making abilities, and life perspectives also play a role in user satisfaction with transportation apps. The perception of online transportation user service has a positive and significant effect on satisfaction with online transportation use. Based on positive responses, GoRide/GoCar drivers are said to be very friendly with a score of 5,511. Gojek services emphasize quality with friendly and enthusiastic partners, affecting user satisfaction. Research shows that service perception does not affect online transportation user loyalty.

This condition is supported by a previous study by Kevin and Anandya (2021) which aims to examine several factors that can affect GoRide and GoCar customer loyalty in Surabaya, showing that service perception does not affect customer loyalty. The use of online transportation applications tends to be once a month and other variables have not been fully studied. Randyka (2021) stated that price affects the choice of online transportation. Providers must pay attention to price and service to maintain loyal customers. Studies show that user satisfaction with online transportation services has a positive and significant effect on user loyalty. Previous research conducted by Abadi, Nursyamsi and Syamsuddin (2020) also found similar results. On average, respondents strongly agreed with the satisfaction of using Gojek, increasing the loyalty of daily online transportation users.

CONCLUSION

This study aims to evaluate the impact of service perception on consumer loyalty in Gojek online transportation services. The study results indicate that sales promotion positively and

significantly affects consumer satisfaction and loyalty. The perceived benefits of using the booking application also positively impact consumer satisfaction, but do not affect loyalty. High service perception will increase consumer satisfaction in using online transportation services. In addition, consumer satisfaction also affects user loyalty when using online transportation services.

This study implies that promotional strategies can increase consumer satisfaction and loyalty, while service perception does not affect loyalty. This is important for online transportation service providers to maintain consumer satisfaction, especially for young active users. The limitation of this study is the sample is limited to young self-employed individuals. In further research, it is recommended to involve respondents of a more diverse age to explore changes in people's behavioral patterns towards the use of online transportation in the future.

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