

Influence of Service Quality, Ease of Use of Applications on Loyalty with Customer Satisfaction as a Mediation

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ABSTRACT

Keywords:

*Service quality;
ease of use of
application;
customer
satisfaction;
customer loyalty.*

This study was conducted to determine the effect of service quality, ease of use of the application on loyalty with customer satisfaction as a mediating variable. Methods Data collection uses a survey. The sampling technique was purposive random sampling with a total of 160 Go-Car and Go-Ride service users. The study used path analysis techniques and to test the mediating variables using the Sobel Test. The results showed that service quality and ease of use of the application had a significant effect on customer satisfaction. Service quality has no significant effect on customer loyalty, ease of use of applications has a significant effect on customer loyalty, while customer satisfaction has a significant effect on customer loyalty and customer satisfaction as a mediating variable is able to affect service quality on customer loyalty while customer satisfaction as a mediating variable is not able to affect ease of use. application usage on customer loyalty.

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INTRODUCTION

Along with the development of technology, there is an application that introduces online transportation ordering services using technology and using technology-based service standards. The presence of this online transportation service makes it a solution for the community and makes them want to feel and use public transportation services such as taxis or motorcycle taxis, so that people no longer need to walk or go to the motorcycle taxi base or terminal, just use the application on their smartphone because their use is so great. easy and practical for the general public.

In Palangka Raya City, there are currently many transportation service providers that do not have certain rules, both in terms of prices, service standards, operating hours, so that they can change the point of view in the eyes of customers of transportation services

as unofficial public transportation. One of the online transportation companies, PT. Gojek Indonesia, which has been established since 2010 has now entered Palangka Raya City in early 2019 and provides application-based online transportation services equipped with services such as: Go-Food, Go-send, Go-Med, Go-Shop, Go-Jek. box, Go-Clean, Go-Mart, Go-transit, Go-Bluebird, as well as payment services such as: Go-Pulsa, Go-Taihan, Go-Tix which emphasize excellence in speed as well as innovation and social interaction. The convenience offered by Gojek makes people switch to using Gojek transportation services because consumers no longer need to bargain because it has been determined by the Gojek application service. Gojek also has a customer loyalty program called Go-Club which is a loyalty program that can be followed by Gojek users who meet the terms and conditions of Gojek. Go-Club members will get XP (Points) every time they make a transaction in the Gojek application. By collecting a lot of XP (Points) from the Go-Club, you can reach several levels such as Citizens to the highest level is the Son of the Sultan and will get more offers and reward benefits for consumers who have reached a certain level.

The increasing number of online transportation service providers in Indonesia also makes business competition between online transportation companies increasingly tight so that companies can provide the best service to ensure customer satisfaction (Farida *et al.*, 2016). Customer satisfaction depends on the customer's evaluation of the quality of the product or service provided by online travel services (Siroj *et al.*, 2021). Customers will be satisfied if the product or service provided is as expected. Customers who are satisfied with our online delivery service are encouraged to purchase again in the future. This makes consumers more selective in choosing online transportation services. Consumers will choose one of the alternative options according to what they want. Anticipating this situation, online motorcycle taxi companies must be able to create quality service and ease of use of appropriate applications in order to create customer satisfaction.

Several important factors for the sustainability, existence, and business development of online delivery service users, especially Gojek, are service quality, ease of use of applications, and ease of use of applications that can take the form of simple orders. The process of varied and simple payment methods, the purchasing process and productivity is more pleasant, faster and more accurate. Service quality is a factor that determines success in which the ability of a company to provide a quality service to customers and the company's strategy to achieve success in the face of competition (Fatihudin & Firmansyah, 2019). Research conducted Hymy & Tanoto (2019) and Armaniah *et al* (2019) states that service quality has an impact on customer satisfaction.

From what has been described above, the researcher will examine whether the effect of service quality, application usability on loyalty is significant, and whether customer satisfaction can mediate between service quality variables and application ease of use that can affect customer loyalty to Gojek online transportation service users in Palangka Raya City. So, based on phenomena and gap research, the purposes of the study are to analyze the effect of service quality on customer satisfaction; analyze the effect of the ease of use

of the application on customer satisfaction; analyze the effect of customer satisfaction on customer loyalty; analyze the effect of service quality on customer loyalty; analyze the effect of the ease of use of the application on customer satisfaction; analyze the effect of customer satisfaction as a mediation of service quality and ease of use of applications on customer loyalty.

LITERATURE REVIEW

Callans et al (1995) stated service quality is a dynamic condition related to products or services, people, processes and environments that are able to provide or meet customer expectations. Quality is not only the end result, but also the product or service and the environment. Parasuraman et al (1988) suggests five dimensions in service quality, namely reliability, responsiveness, assurance, empathy and direct evidence. According to Davis (1989) Technology Acceptance Model is a theory about technology acceptance. This model also explains the acceptance of the use of information technology which is influenced by the usefulness and ease of use. So that it can be interpreted that the use of technology such as the Gojek program will make it easier for users and easy to use. Ginting & Nugraha (2019) shows the ease of use of the application has a significant effect on customer satisfaction. Study Farida et al (2016) states that the ease of use of the application has a significant effect on customer satisfaction. Rahman et al (2018) stated that the ease of use of applications provided by the company is not very important, but the number of customers will continue to increase due to the good quality of service for customers who use application services.

Kotler (2002) stated customer satisfaction is a person's feelings or disappointments that arise as a result of comparing a product or service result that meets their expectations or desires, if performance does not meet expectations or desires, consumers are not happy. According to Oliver (2010) Satisfaction is a response to the fulfillment of consumer needs. This is an assessment that a special form of a service or goods with the fulfillment of needs exceeds a consumer's expectations. Rahman et al (2018) shows that service quality has a significant and positive effect on customer satisfaction. Study Silva (2020) and Setyaji & Ngatno (2019) states that service quality has a significant effect on customer satisfaction.

Foster & Cadogan (2000) customer loyalty is a commitment to persist to re-subscribe or re-purchase a product or service in the future. Bhattacharjee & Rashedhasanpolas (2018) said that loyalty is divided into two different types namely customer behavior and customer attitudes. Satisfaction is closely related to customer loyalty. Santoso (2019) found that customer satisfaction has a significant effect on customer loyalty. So it can be interpreted that the customers if they are satisfied, the higher the level of loyalty will be. Customer loyalty is a persistent customer commitment to re-subscribe or re-purchase a selected product or service consistently in the future, even though the influence of the situation and marketing efforts have the potential to change actors (Vicramaditya, 2021). Rahman et al (2018) states that service quality has a significant effect on customer loyalty. Service quality is a very important element in building customer satisfaction. Satisfaction

can also be a mediator or mediation on the effect of service quality on customer loyalty to the products or services that have been provided by the company. Case Kusuma (2018) dan Trisnayani & Setiawan (2019) stated that customer satisfaction acts as a mediating variable the effect of service quality and ease of use of applications has a significant effect on customer loyalty. Therefore, the conceptual framework and hypotheses are found as follows:

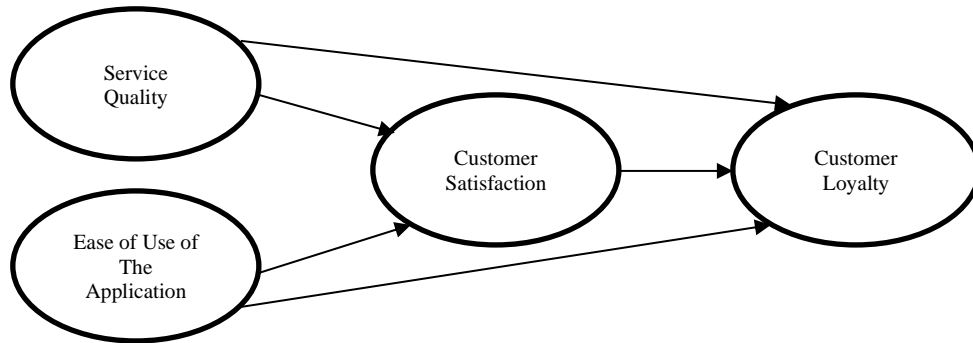


Figure 1. Research Framework

- H₁ : Service Quality Has A Significant Effect On Customer Satisfaction
 H₂ : Ease Of Use Of Applications Has A Significant Effect On Customer Satisfaction
 H₃ : Customer Satisfaction Has A Significant Effect On Customer Loyalty
 H₄ : Customer Loyalty Has No Significant Effect On Customer Loyalty
 H₅ : Ease Of Use Of Applications Has A Significant Effect On Customer Loyalty
 H₆ : Customer Satisfaction Mediates Service Quality Has A Significant Effect On Customer Loyalty
 H₇ : Customer Satisfaction Mediates The Ease Of Use Of The Application Has A Significant Effect On Customer Loyalty

RESEARCH METHOD

This type of research is quantitative with a survey approach. The location of this research is located in Palangkaraya City. This study uses a Likert scale with five answer choices. The number of samples is 160 respondents who use Gojek in Palangkaraya City. The instrument testing in this study used validity and reliability tests in which the results of the questionnaires distributed were valid and reliable. This research uses descriptive data analysis and path analysis. Descriptive analysis aims to determine a description and general description of the respondents. Path analysis aims to determine the magnitude of the effect of exogenous variables on endogenous and uses SPSS as software analysis.

RESULT AND DISCUSSION

A total of 160 respondents are used in this study that can indicate some characteristics. Respondents were dominated by women with a total 53.1% and aged 25-34 years with total 52.5%, which means that most of respondent have a productive aged so still have ability to access technology. Most of respondent have been service use 3-5 times with a total 43.8%. Another characteristic described in Table 1:

Table 1. Characteristics of Respondents

Characteristics	Criteria	Frequency	Percentage (%)
Gender	Male	75	46,9 %
	Female	85	53,1 %
Age	17 – 24	69	24,4 %
	25 – 34	84	52,5 %
	35 – 44	5	3,1 %
	45 – 54	1	0,6 %
	> 54	1	0,6 %
Education	SMA	39	24,4 %
	D3	26	16,3 %
	S1	89	55,6 %
	S2	6	3,8 %
Work	Student	35	21,9 %
	Employee	40	25 %
	Civil Servant	24	15 %
	Private	61	38,1 %
Resources	Friend	37	23,1 %
	Media Sosial/Internet	112	70 %
	Family	11	6,9 %
Service Use	1x	9	5,6 %
	2x	37	23,1 %
	3-5x	70	43,8 %
	>5x	44	27,5 %

Source: Primary Data, 2022

Table 2. Validity test

Variable	Items	R Count	Information
Service Quality	X1.1	0.611	Valid
	X1.2	0.743	Valid
	X1.3	0.679	Valid
	X1.4	0.807	Valid
	X1.5	0.806	Valid
	X1.6	0.766	Valid
Ease of Use of the Application	X2.1	0.707	Valid
	X2.2	0.859	Valid
	X2.3	0.752	Valid
	X2.4	0.711	Valid
Customer satisfaction	Z1.1	0.806	Valid
	Z1.2	0.886	Valid
	Z1.3	0.817	Valid
Customer loyalty	Y1.1	0.881	Valid
	Y1.2	0.921	Valid
	Y1.3	0.829	Valid

Source: Primary Data, 2022

Table 3. Reliability test

Items	Alpha Cronbach's	Information
Service Quality	0.830	Reliabel
Ease of Use of the Application	0.752	Reliabel
Customer satisfaction	0.787	Reliabel
Customer loyalty	0.850	Reliabel

Source: Primary Data, 2022

Validity testing in this study is to measure whether or not the data obtained from a questionnaire is valid. This research instrument is valid because the value of r count $>$ table 0.159. Reliability testing uses Cronbach's Alpha reliability coefficient value. The results of the reliability test in this study showed that all variables were more than 0.6 then all variables in this study were reliable.

Table 4. Path Analysis Regresi I

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	1,731	1,029		1,681	,095
	Service Quality	,208	,039	,364	5,352	,000
	Ease of Use of the Application	,314	,056	,382	5,618	,000

a. Dependent Variable: Customer satisfaction

Source: Primary Data, 2022

Based on the results of the study indicate that service quality has a significant effect on customer satisfaction, it can be accepted. These results can be said that service quality has an important influence on customer satisfaction. This means that the better the quality of services provided by Gojek, the higher the customer satisfaction. The results in the research carried out are in accordance with what has been done Christono (2022), Diantari et al (2021), Silalahi (2022), Muis et al (2018) which shows that service quality has a significant and positive effect on customer satisfaction with Gojek transportation.

Based on the results of the study indicate that the ease of use of the application has a significant effect on customer satisfaction, it can be accepted. These results can be said that the ease of use of the application has an important influence on customer satisfaction. This means that if it is easy to use the application, the customer will feel satisfied. The results of this study are in accordance with what has been done Rusminah & Hilmiati (2021) and Yus & JL (2018) which states that the ease of use of the application has a significant and positive effect on customer satisfaction with Gojek online transportation.

Table 5. Path Analysis Regresi II
Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	4,942	1,648		2,999	,003
	Service Quality	-,049	,067	-,065	-,731	,466
	Ease of Use of the Application	,192	,097	,178	1,972	,050
	Customer satisfaction	,316	,127	,241	2,499	,014

Source: Primary Data, 2022

Based on the results of the study indicate that customer satisfaction has a significant and positive effect on customer loyalty, it can be said that customer satisfaction has a significant and positive effect on customer loyalty. This means that if customers feel satisfied and meet customer expectations, they will be more loyal to Gojek's online transportation services. The results of this study are in accordance with what has been done Togatorop et al (2019), Santoso (2019), Purba & Ginting (2018) and Fitriadi & Rini (2019) which states that customer satisfaction has a significant and positive effect on customer loyalty.

Based on the results of the study indicate that service quality has no significant effect on customer loyalty, it can be rejected, it can be said that service quality has no direct effect on customer loyalty. The results of this study are not in line with Rahman et al (2018) and Surahman et al (2020) This shows that service quality has a significant positive effect on customer loyalty. But service quality directly affects service quality through customer satisfaction. Based on the results of the study indicate that the ease of use of the application has a significant effect on customer loyalty, it can be said that the ease of use of the application has a significant effect on customer loyalty directly. This means that if the ease of use of the application provides convenience, the customer will be loyal.

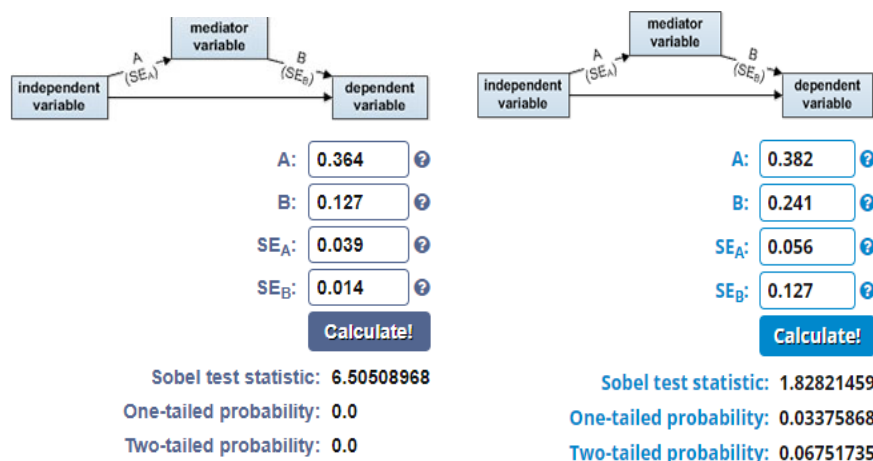


Figure 2. Sobel Test

Based on the results of the study indicate that the direct influence of service quality on customer loyalty through customer satisfaction is acceptable. This means that the better the service quality, the more satisfaction will increase so that increased satisfaction can encourage customer loyalty. The results of this study are in accordance with what has been done Trisnayani & Setiawan (2019) and Kusuma (2018) which states where satisfaction can mediate the impact of service on customer loyalty. Based on the results of the study indicate that the direct influence of the ease of use of the application on customer loyalty through customer satisfaction is rejected, meaning that the easier it is to use the application does not have an impact on customer loyalty in the future because it does not have significant results to influence customers. The results of this study are not in accordance with what has been done Masitoh *et al.* (2019) and Wulandari (2020) which states that customer satisfaction is able to mediate the ease of use of the application on customer loyalty.

CONCLUSION

Based on the results of the research and discussion, the study resulted in the following conclusions : Service quality has a significant effect on Gojek's online transportation customer satisfaction. This means that the better the quality of services provided by Gojek, the greater the satisfaction. The ease of use of the application has a significant effect on customer satisfaction for Gojek's online transportation. This means that if the customer feels it is easy to use the application, the customer will feel satisfaction with what is provided by the Gojek application. Customer satisfaction has a significant effect on customer loyalty. Shows that if customers feel satisfied and in accordance with their expectations, the higher the level of loyalty to using Gojek's online transportation services. Service quality has no significant effect on customer loyalty, so it can be concluded that service quality does not have a significant impact on customer loyalty. The ease of use of the application has a significant effect on customer satisfaction. This means that the use of this application offers good quality and is simple to keep customers loyal to Gojek's online transportation service. Service quality has a significant effect on customer loyalty which is mediated by customer satisfaction. This means that it is getting better in the quality of services provided and the easier it is to use the applications provided by Gojek so that satisfaction will also increase and will encourage the creation of customer loyalty to Gojek's online transportation services. The ease of use of the application has no significant effect on customer loyalty mediated by customer satisfaction. This means that the ease of use of the application does not have an influence on customer loyalty because the impact given to convenience does not have a big influence.

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