

The Effect of Service Quality on Online Transportation Customer Satisfaction in Denpasar City

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Abstract: *The population in Denpasar city supports the use of online transportations to take them from one place to another. Online transportation is growing very rapidly in the city of Denpasar, currently there are several online transportation operators operating in Denpasar city and modern urban society likes this mode of transportation because the prices are affordable and easy to access only through smartphones. The purpose of this study is to determine the effect of services quality offered by the online transportation companies towards customer satisfaction involving 100 respondents in the city. This study using two variables in this research, there are variable quality of service, which consists of five indicators research, which are tangible, reliability, responsiveness, assurance, and empathy; and a customer satisfaction variable which also consists of five indicators, which are product quality, service quality, emotional, price and cost. This study is a descriptive quantitative study; this study using survey method with questionnaire instruments. The result of the percentage of quality satisfaction on customer satisfaction is 43.5% with two indicators that have a very strong relationship to customer satisfaction, that are tangible and assurance indicators.*

Index Terms: Service Quality, Customers Satisfaction, Online Transportation

I. INTRODUCTION

Transport is one of the important means of supporting community activities. Transportation is a transporter from the departure destination to the particular destination; transportation is a tool in achieving to meet the needs of the community. Transport is crucial; given the level of high productivities in Bali. Various types of technology appear along the development of the era included the technology in the field of transportation. The communities especially in Denpasar city prefer to use online transportation, in addition to its use in a way that is modern and efficient in performing transactions, online as well as many transportations has advantages in terms of services and products offered. Based on surveys, the number of existing Online Transportation in Denpasar city can be seen as follows:

Table 1: Number of the Drivers Online in Denpasar Year 2018

No	Online Transportation Company Name	The number of Drivers Online	Percentage
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Denpasar area			
1	PT Aplikasi Karya Anak Bangsa (GO-jek)	4075 Driver	60%
2	PT Solusi Transportasi Indonesia (Grab.id)	2000 Driver	40%

From table 1 above, a comparison of the number of drivers who are in Denpasar based on the number percentage. PT Aplikasi Karya Anak Bangsa (Go-Jek) has a number of drivers as much as 4,075 drivers, while the number of drivers PT. Solusi Transportasi Indonesia (Grab ID) compared to Go-jek, the numbers of drivers are less has a number of drivers are less compared to the GO-Jek i.e. 2,000 drivers. Currently the online transportation is absolutely needed by the community in the city of Denpasar, considering transports is a means of supporting activities that help the economy where transport can facilitate any activity relating to online community in accordance with the needs of each any activity. For the rates imposed by each online transportation is also relatively cheaper compared to conventional transportation.

From the rapid development of online transportation, resulting in the occurrence of competition on the local transport driver/conventional, almost every public area is now easily found online transportation drivers. We can see and observe the things that must be addressed on a conventional transport service that exists today in particular compliance issue price, safety and security. Price is an issue that often complained of by the passenger's conventional transportation. The conventional transportation drivers often put up tariffs in accordance to their wishes.

PT Aplikasi Karya Anak Bangsa (Go-Jek) and PT Solusi Transportasi Indonesia (Grab ID) are the most sought after online transportation in Indonesia that provides public transportation in the form of online-based whereas the company is the main services provided to customers, namely delivery to passengers with an intermediary application. In addition to passengers, the two companies have a variety of options that can help simplify the supporting communities such as providing service delivery goods and serve food. At this time, the two companies have operated in almost the entire island in Indonesia with tens of thousands the number of Drivers that some of them are women. Each rider online transportation is generally granted facilities such as a helmet, Jacket with the name of company that supplies the

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mask and headgear for all passengers (Customer).

The procedure to find the online transportation drive, customers can determine where the place of pick-up and overlapping, and direct application shows the price needs to be paid. The rates given are not much different from their base rate sets it apart; however here is consistency in pricing. With the appearance rate of the service on the application, make it easier for passengers to know the price that corresponds to the distance of the journey. In contrast to conventional transportation that determines the price of higher prices and can be negotiable at the time prior to the use of service and the price if any accounting for transportation not necessarily according with the kind of mileage compared to online tariff where transport prices can be measured in accordance with the distance of the journey. As the two online transportation company in Indonesia which is rapidly growing, Gojek and Grab always competing to improve services with diverse ways as: providing promotional rates, in collaboration with the online application service/sell buy to get the discounted price and others.

Online transportation has become a common phenomenon in societies in the city of Denpasar as they often use the online transportation services to support the daily needs, in addition to using the service to deliver the costumer to a good place it is still in the Denpasar area and outside the city of Denpasar. In Denpasar communities also use the service of transportation online to submit an item so that it is easier to send the goods. Users can also use the Online Transportation Services from Transportation Online to buy food or send food to a place that they want. Based on the above background with the service provided by online transportation services then this study aims to determine the effect of online transportation services on satisfaction, so we conducted research with this title "The Effect of Service Quality on Online Transportation Customer Satisfaction in Denpasar City.

II. LITERATURE REVIEW

A. Service Quality

Service quality is an activity that is carried out in order to meet the needs and expectations of customers. The quality of service being the most important things that needs to be noticed in the providing service to customers. Service quality according to (Lukman, 1999) is a Ministry or service given to customers or have followed the standard of level of quality to meet costumer desire for, with a quality of service appropriate with that in the expected by the customer, the customer will be satisfied and will make the customers who are using the service offered for many times. Meanwhile opinions according to opinion Goetsch and Davis in the (Hardiyansyah, 2011) mentioned that the quality of a quality service can make customers feel their expectations are achieved from services provided by the service provider. From some notion of service quality according to experts it can be concluded that the quality of service is something that generates customer satisfaction gained from the product or service provided services in accordance with the existing

quality of service by the user. According to (Fandy, 2011) service quality which means hope and change in the level of profit to be able to get the needs of the customer

B. Service Quality Indicator

To be able to know the quality of service of online transportation has already been felt by customers can be measured using the 5 dimensions of service quality and charge indicators will be respective according to the (A.Parasuraman, 1998) such as:

1. Tangible: meaning direct evidence quality of service in the form of the physical means of supporting activities in online transportation
 - a. The appearance of online transportation driver in serving customers.
 - b. The discipline of online transportation driver in doing service to the costumer.
 - c. Vehicles used for transportation driver is eligible for online use.
 - d. Cleanliness of driver and vehicles that is being used clean when serving customers.
2. Reliability: special abilities that is necessary have for online transportation officials can provide services that can be trusted by customers.
 - a. Easy of access is obtained by the costumer during use in the course of online transportation.
 - b. The existence of standard service quality to the online transportation customers.
 - c. Special abilities are must-have abilities a must-have online transportation driver in terms of using tools to support smooth during the process of service for customers.
 - d. Special expertise that should be mastered by the online transportation driver to work online smoothly while serving customers.
3. Responsiveness: Responsiveness is Capabilities in providing services quickly and precisely to the costumer
 - a. Quick respond to the desires of customers who is the user of online transport customers.
 - b. Transportation Officer Online providing service quickly and directly to customers. • Promptness in handling Online Transportation Officer complaints from customers.
4. Assurance: the skills that should be possessed by a Online Transportatin Driver transportation officer Online in terms of convincing assurance for customers.
 - a. Online transportation driver guarantee timeliness at a time when costumer services.
 - b. Online transportation driver warranties cost certainty in the service to the costumer.
 - c. The clerk gives you the assurance of legality in the Ministry of Transportation to online customers.
5. Empathy: Empathy Stance firmly owned by the driver of the Online Transportation Transportation Officer Online but full attention to its customers.
 - a. Give precedence to interests more specifically on customers of the online transportation.
 - b. Driver serving with a polite and friendly attitude to every customer of the online transportation.



- c. Driver serve well and appreciate every customer online transportation.

C. Customer Satisfaction

Customer satisfaction is a feeling felt by a person or customer as a feeling of pleasure or disappointment that results from a stage of a comparison of services or performance, products or results related to their expectations about a product of that service. (Kotler, 2000b). Customer satisfaction is greatly influenced by product performance. If product performance is lower than customer expectations, then customers feel dissatisfied.

D. Dimensions of Customer Satisfaction

According to (B. S. d. Irawan, 2005) The level of customer satisfaction can be determined by five factors, such as:

1. Product Quality

- a. Is an ability where the company provides or introduces the identity or characteristics of the product so that customers can recognize the product.
- b. Product quality has functions in it, namely durability, reliability, accuracy, and ease of application. therefore the customer's assessment of the superiority of the quality of a product can be valued from the features of a product. (Armstrong, 2018)

2. Service Quality

- a. Is the totality of the characteristics of goods and services to satisfy customer needs. Providing quality services to customers is an absolute thing to do if the company wants to achieve success. (Kotler, 2000a)

3. Emotional Factors

- a. It is a sense of pride and confidence that underlies customer satisfaction.
- b. Customer satisfaction has an emotional element where the customer is aware of his own needs, looking for information about the product he wants to buy, consider alternatives and finally decide to buy the product.

4. Price Factor

- a. In obtaining a desired product, prices are believed to be the main factor of customer satisfaction, especially in certain segments that are still very vulnerable to price problems, prices that are in line with the expectation that they will be able to provide satisfaction to customers. Price is what is needed to get product service (H. Irawan, 2009)

5. Cost Factors

- a. Is the cost incurred by the customer to get what he wants. If customer buy products, customer do not only spend money in the form of money, but customer also incur costs in the form of time, energy, thought, transport and others (Mulyadi, 2001)

E. Online Transportation

Online Transportation is a new transportation mode at this time, a result of the rapid development of technology is creating new breakthrough now present among the community who can help and support the productivity of society. Online Transportation is growing very rapidly in the

city of Denpasar, there are currently some operators of online transportation operating in Denpasar and modern society likes this because this mode of transportation is very affordable and easily accessible only through Smartphone and now almost become daily needs of the community, when viewed in terms of a cheaper price compared to conventional transportation, type of crew members or its transport more convenient than public transport or conventional.

F. Advantages and Disadvantages of Online Transportation in Indonesia

As a mode of transport, which is, based online, online transportation has some advantages and disadvantages. The advantages possessed by the fashion is practical and easy to use application that can be accessed by everyone, as would-be passengers will not be difficult in obtaining vehicles because just by ordering from applications, customer will automatically get riders no longer need to seek to base which is far away from where the customer is located. Another advantage of such tariffs are already listed on the application that is obvious and it is definitely as well as customer can see directly what price must be paid for in a transparent. Even customer either can pay in cash or can make payments online by first performing a top-up that will be cut automatically in accordance with the rates specified in the application so customer no longer need to pay cash to the riders. Prospective customer also get some attribute completeness drive safe and is in compliance with procedures such as helmets and masks as well as a proper hair cover wear, customer will also be given a rain coat when it rained. Mode of online transportation is also register their riders so ascertained would be safe because the rider is already registered on the companies, the customer can also pass judgement on motorists by giving stars and comments directly to check out the online transportation company. In addition to serving the passengers, this online-based transportation also serves the service delivery of goods, which is certainly not served by conventional transport riders.

In addition to having the advantages above, online-based transportation also has drawbacks. Because transportation is based online, then it takes a good internet connection. Support internet connection here is very influential; important when an internet connection is not available, then it is not possible to book the services on offer. Other deficiencies such as personal data from customer will be scattered, because at the time of registration of customer will be asked to fill out some data including phone numbers that are not infrequently used for other things from the online transportation drivers. Customer also cannot alter as you wish with their purpose, because at the time booked already stated clearly in the application of the price that will be paid. This online-based transport is also widely opposed by transport that is conventional because they assume customer now prefer online transport this because it is easier to order. The other drawback is the customer cannot choose the driver, because when customer order this then automatically transport riders who are closest of the chosen customer will be selected by the application so that the customer does not need to wait for long time.



III. METHODOLOGY/MATERIALS

In this study there are two variables, the service quality variable consisting of five indicators (tangible, reliability, responsiveness, assurance, and empathy) and customer satisfaction variables which consist of five indicators (product quality, service quality, emotional, price, and cost).

The research conducted is descriptive and quantitative research, the method in this study uses survey methods with questionnaire instruments and data analysis techniques using multiple linear regressions.

Sources of data obtained are primary data through observation with questionnaires about the level of satisfaction with the people who live in Denpasar, about how the level of community satisfaction in using online transportation facilities in Denpasar City, involving 100 respondents from users of online transportation services.

In addition, for the observing through questionnaires to the people who uses online transportations, we also conducted interviews with the company to obtain data on history, management and online transportation services and secondary data obtained through library studies related to online transportation in Denpasar City.

IV. RESULTS AND FINDINGS

A. Characteristics of Respondents

The numbers of respondents in this study was 100 respondents who become users of online transportation.

Table 2: Sex of the Respondents

Sex	Total
Man	61
Women	39
Total	100

From the results of the table above, gender consists of 61 people (61%) who are male and 39 people (39%) who are female who use online transportation services in Denpasar City.

Table 3: Age of the Respondents

Age	Total
<21 years	18
21 – 30 years	74
31 – 40 years	5
>40 years	3
Total	100

From the result of the table above, in terms of age <21 years there were 18 people (18%), 21-30 years there were 74 people (74%), 31 - 40 there years were 5 people (5%) and > 40 years there were 3 people (3%).

Table 4: Type of Profession

Profession	Total
Student	75
Civil Servants (ASN)	4
Private Employees	18
Entrepreneur	2
Others	1
Total	100

In the table above the types of work are mostly students / students totaling 75 people (75%), private employees totaling

18 people (18%), civil servants (ASN) totaling 4 people (4%), entrepreneurs totaling 2 people (2%) and others totaling 1 people (1%).

Table 5: Number of Transaction in a Week

Transaction	Total
1 – 2 times	80
3 – 5 times	13
6 – 10 times	7
Total	100

Those who have used online transportation services between 1-2 times a week there are 80 people (80%), 3-5 times a week there are 13 people (13%) and 6-10 times a week there are 7 people (7%).

The Results of Research

Based on the data processed, the results of linear regression analysis in this study get the results using software SPSS Statistics version 20. This analysis is used to measure how the level of contribution of the independent variable (service quality) to the dependent variable (customer satisfaction).

The research results from processed data can be seen in this table;

Table 6: The Results of Service Quality Regression Analysis Coefficients

Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig.
	B	Std. Error	Beta	
1 (Constant)	5.197	2.210		2.352 .021
Tangible	.309	.141	.304	2.193 .031
Reliability	.134	.151	.119	.883 .379
Responsiveness	-.136	.173	-.108	-.787 .433
Assurance	.419	.180	.355	2.329 .022
Empathy	.041	.160	.032	.257 .797
R	=			
R ²	=			
F _{hitung}	=			
Sig	=			

Based on the results of the table above, the regression equation form is as follow below:

$$Y = 5,197 + 0,309X_1 + 0,134X_2 - 0,136X_3 - 0,419X_4 + 0,041X_5 + 0,565$$

b₀ = Constant coefficient is 5.197, meaning that if there are no indicators of service quality (tangible, reliability, responsiveness, assurance, and empathy) then the satisfaction of the customer of online transportation is 5.197.

b₁ = Regression coefficient 0.309 indicates if tangible is increased by 1 poin, and other variables remain, then customer satisfaction will increase by 0.309.

b₂ = Regression coefficient of 0.134 indicates that if reliability increases by 1



point, and other variables remain, then customer satisfaction will increase by 0.134.

b_3 = Regression coefficient of -0.136 indicates that if responsiveness is increased by 1 point, and other variables remain, then customer satisfaction will increase by -0.136.

b_4 = Regression coefficient of 0.419 indicates that if the assurance is increased by 1 point, and the other variables remain, then customer satisfaction will increase by 0.419.

b_5 = Regression coefficient of 0.041 indicates that if empathy is increased by 1 point, and other variables remain, then customer satisfaction will increase by 0.041.

$\epsilon = 0,565$ shows the value of the influence of other variables that affect customer satisfaction.

It is known that the value of $R = 0.660$ (66%) showed that the relationship between variables quality of service with customer satisfaction is strong. And the coefficient of determination $R^2 = 0.435$ shows that service quality indicators (variable X) affect customer satisfaction (Y variable) by 43.5%, and the remaining 56.5% is another factor that influences customer satisfaction not examined in research.

It is known that service quality indicators that affect Customer Satisfaction are service Quality Indicators whose results are under 0.05, that are Tangible with the results of 0.031 and Assurance Indicators with a result of 0.022.

V. CONCLUSION

The result shown above research concluded that:

The results show that the results of the correlation analysis (R) between service quality variables and customer satisfaction variables are included at a strong level. Because of the positive value, the results of the influence of the quality of service on customer satisfaction are positive, with the level of influence of service quality that the results are getting better, the satisfaction of customers of online transportation will also be better in the city of Denpasar.

And the results of the coefficient of determination (R^2) service quality factors indicators of tangible, reliability, responsiveness, assurance and empathy affect customer satisfaction using online transportation services in Denpasar City and the rest are influenced by other factors not examined in this study. Then further research is needed to find out other factors that influence the results of this study.

The results of research on service quality indicators that most influence customer satisfaction are two, namely Tangible and Assurance indicators.

Suggestion

Based on the research above, the suggestions given are as follows:

With the results of this study which shows that the two variables of service quality that have the most influence on customer satisfaction are a part of Tangible and Assurance and for online transportation company must maintain the quality of services provided so that customer satisfaction remains good and customers will always use online transportation services. With 3 other indicators, Reliability, Responsiveness, and Empathy do not significantly influence customer satisfaction, online transportation company must improve and pay attention to these indicators in order to

provide appropriate services and make users of online transportation services satisfied with the services provided.

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