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The Influence Of Customer Satisfaction And Customer Engagement On Goride Service Recommendations On The Gojek Application In South Jakarta Area

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ABSTRACT

The rapid growth of internet users today reflects that the dynamics of the business environment are experiencing significant and competitive development. In increasingly intense competition, consumer preferences and needs tend to change rapidly, making customer loss potentially detrimental to a company's sustainability. Gojek, as one of the popular digital transportation service providers in Indonesia, utilizes a digital application as the main platform for service booking. This study aims to comprehensively analyze the level of customer satisfaction and engagement regarding the use of the Gojek application in fulfilling daily needs. The research approach employed is quantitative. Data collection was conducted through an online questionnaire targeting Gojek users residing in South Jakarta, with a total of 100 respondents. This research adopts the SEM-PLS method using SmartPLS software. The sampling technique used was purposive sampling and non-probability sampling. The results of this study indicate that customer satisfaction has a negative and insignificant effect on service recommendation, while customer engagement has a positive and significant effect on service recommendation.

INTRODUCTION

Given the dynamic and sustainable advancements in technology, entrepreneurs are striving to discover new innovative movements by offering greater convenience to customers (Sudirman A, 2020). In this highly competitive business environment, customer desires and needs can change rapidly, and losing customers may be detrimental to a company. According to an article by We Are Social (2023), more than 70% of indonesia's population uses the internet. Seeing this potential, many transportation service companies have ventured into the transportation business. One of the most populer online transportation services in indonesia is Gojek. Gojek's transportation business utilizes a mobile application for its service orders. The gojek app has been widely adopted by various segments of society due to its user friendly system and well organized information (Lorensia & Ningrum, 2023).

The rapid growth of Gojek reflects a significant shift in consumer behavior, where people are increasingly reliant on technology to meet their daily needs. However, the success of an application is not solely determined by its ease of use or the variety of services it offers, but also by how well it meets user expectations and delivers customer satisfaction (Setyaningrum1, 2024). Service quality refers to the efforts made to fulfill the needs of others such as consumers, customers, or visitors. The level of satisfaction derived from the service can be experienced by both parties: the

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service provider and the recipient. Achieving customer satisfaction offers several advantages, such as fostering stronger relationships between the company and its customers, encouraging repeat purchases, increasing customer loyalty, and generating positive word-of-mouth that benefits the company (Mochamad Calvin Farell & Sudadi Pranata, 2024).

In the context of GoRide, it is important to understand how customer satisfaction and engagement can influence each other and contribute to the overall success of the service. Tjiptono (2005) states that achieving customer satisfaction can provide several benefits, such as creating a harmonious relationship between the company and its customers, forming a solid foundation for repeat purchases, fostering customer loyalty, and generating positive word-of-mouth that is advantageous for the company. Therefore, the level of customer satisfaction and engagement is crucial for every business actor, as the services provided to customers will enhance both satisfaction and engagement, which in turn will impact customer loyalty leading customers to trust and continuously use the service (Nara Weking & Ndala, 2018).

LITERATURE REVIEW

Customer Satisfaction

Customer satisfaction is the level of a consumer's feelings after comparing what they receive with what they expect. When the service or product received meets or exceeds their expectations, the consumer will feel satisfied. Companies always strive to deliver the best and provide satisfaction to their customers. It is also important for companies to measure customer satisfaction, enhance customer expectations, and turn customers into loyal consumers (Beta Pramesti & Djoko Waluyo, t.t.).

Customer satisfaction can be measured by the extent to which consumer or customer expectations are fulfilled. According to (Charviandi dkk., t.t.), the indicators of customer satisfaction are as follows:

1. Reliability
   The company's ability to deliver services accurately, consistently, satisfactorily, and promptly.
2. Responsiveness
   The promptness and attentiveness of employees in providing services.
3. Convidence
   The company's ability to build customer confidence and trust through the quality of the company itself and the behavior of its employees.
4. Empaty
   Good communication established by employees who are willing to pay attention and understand the individual needs of customers.
5. Tangible
   The physical appearance of the company that can be presented to customers, along with visible materials that are well organized and can be evaluated by customers.

Customer Engagement

Customer engagement is the interactive experience between a customer and a brand or organization, influenced by context and psychological conditions that occur within

the dynamics of the interaction (Christyanti, 2018). Customer engagement can also be defined as one of the keys to business success and is part of the relationship marketing concept (Wong dkk., t.t.). It refers to the communication or interaction established between external stakeholders such as customers and producers or companies through various channels (Islam, 2020)

There are five dimension used to measure customer engagement, namely:

1. Enthusiasm
   Reflects the level of excitement, interest, and strong enthusiasm customers have toward a product.
2. Attention
   Reflects the degree of focus or attention that customers give to a product
3. Absorpsion
   Represents a pleasant state in ehich customers become fully immersed in the product
4. Interaction
   Indicates the various activities that occur between customers and the business owner
5. Identification

Represents the extent to which customers perceive and associate themselves with a product.

RESEARCH METHOD

In this research, the method of data collection implemented is the promary method (Yusuf Alwi, Parlyna R, Hidayat N, 2021). The research method involves the use of questionnaires containing a series of statements to be filled out by respondents. The total sample size used is 100 respondents, utilizing a 5 point likert scale. The likert scale consists if statements accompanied by measurement scales, where each scale represents an attitude option related to the given statement, allowing respondents to select according to their opinion (Suasapha, 2020). The sampling technique used in this study is non-probability sampling. The specific type applied is purposive sampling, a method of selecting samples based on certain predefined criteria. The analytical method used is quantitative analysis by applying the Structural Equation Modeling (SEM) approach.

RESULTS AND DISCUSSION

Demographic Information

Further information regarding the demographic profile of respondents is presented in Table 1. A total of 100 participants were involved in this study, with 29% male and 72% female respondents. The majority of respondents were aged 17–25 years, accounting for approximately 90%, followed by those aged over 40 years at around 5%, 26–34 years at approximately 3%, and 35–40 years at 2%. In terms of occupation, the majority were university students, comprising 65%, followed by employees at 25%, housewives at 6%, senior high school/vocational students at 3%, and entrepreneurs at 1%.

Table 1 Demographic Characteristics Of Respondents

Variable	Categories	Percentage
Gender	Male	29%
	Female	72%
Age Range	17-25	90%
	26-34	3%
	35-40	2%

	>40	5%
Working	SMA/SMK	3%
	Mahasiswa/i	65%
	Employee	25%
	Self Employed	1%
	Housewife	6%

Test Data Validity

In Partial Least Squares Structural Equation Modeling (PLS-SEM), construct validity is assessed based on research criteria, as well as convergent validity and discriminant validity obtained from the analysis results.

Table 2 Convergent Validity

Variables and Items	OL	CA	rhoA	AVE
Customer Satisfaction		0,925	0,931	0,624
X1.1	0,823			
X1.2	0,797			
X1.3	0,806			
X1.4	0,758			
X1.5	0,804			
X1.6	0,787			
X1.7	0,816			
X1.8	0,748			
X1.9	0,767			
Customer Engagement		0,909	0,915	0,578
X2.1	0,762			
X2.2	0,722			
X2.3	0,801			
X2.4	0,808			
X2.5	0,781			
X2.6	0,772			
X2.7	0,720			
X2.8	0,755			
X2.9	0,716			
Service Recommendation		0,942	0,944	0,711
Y1	0,805			
Y2	0,829			
Y3	0,844			
Y4	0,822			
Y5	0,850			
Y6	0,895			
Y7	0,836			
Y8	0,863			

OL: Outer Loading, CA: Cronbach's Alpha, rhoA: Composite Reliability rhoA, AVE: Average Variance Extracted

The analysis of the measurement model shows that all items meet the outer loading threshold, exceeding the value of 0.7. The Cronbach's Alpha (CA) values are greater than 0.60 for all constructs, and the Composite Reliability (rhoA) values exceed 0.8, indicating that the model can be considered fit or appropriate for the tested data. Additionally, the Average Variance Extracted (AVE) values exceed 0.5, demonstrating that the model meets the criteria for convergent validity evaluation.

Table 3 Discriminant Validity Test

Indicator	X1	X2	Y
X1.1	0,823	0,702	0,622
X1.2	0,797	0,683	0,484
X1.3	0,806	0,697	0,489
X1.4	0,758	0,677	0,389
X1.5	0,804	0,715	0,534
X1.6	0,787	0,709	0,414
X1.7	0,816	0,698	0,467
X1.8	0,748	0,747	0,497
X1.9	0,767	0,659	0,456
X2.1	0,586	0,762	0,699
X2.2	0,567	0,722	0,641
X2.3	0,776	0,801	0,502
X2.4	0,694	0,808	0,634
X2.5	0,687	0,781	0,508
X2.6	0,681	0,772	0,495
X2.7	0,701	0,720	0,455
X2.8	0,732	0,755	0,547
X2.9	0,685	0,716	0,463
Y1	0,459	0,556	0,805
Y2	0,496	0,578	0,829
Y3	0,535	0,634	0,844
Y4	0,464	0,566	0,822
Y5	0,529	0,633	0,850
Y6	0,591	0,697	0,895
Y7	0,561	0,651	0,836
Y8	0,540	0,649	0,863

The table above shows that the cross-loading values for each item are greater than 0.70, with the highest values corresponding to the items related to their respective latent variables. Therefore, it can be concluded that all indicators for each variable used in this study are considered valid. Discriminant validity can also be assessed through the Average Variance Extracted (AVE) values. A good AVE value is one that exceeds 0.5.

Data Reliability Test

In SEM-PLS, reliability testing is conducted through the evaluation of the structural model, commonly referred to as the Inner Model. This method is used to predict causal relationships between latent variables. Using the bootstrapping method, the T-statistic parameter is applied to estimate causal relationships within the Structural Model (Inner Model). The assessment involves reviewing the percentage of variance explained by the R-Square (R^2) value for the dependent variable and applying the Stone-Geisser Q-Square test as a predictive relevance measure. Furthermore, hypothesis testing is

carried out to examine the relationships between latent variables. The relationships between exogenous and endogenous latent variables are indicated by coefficient values, which are expected to be positive or at least non-negative.

Table 4 Analysis Results R-Square and Adjusted R-Square

Variable	R-Square	Adjusted R-Square
Service Recommendation	0,549	0,540

Based on Table 4 above, the R^2 (R-square) value for the Service Recommendation variable is 0.549, or equivalent to 54.9%. This means that 54.9% of the variance in the Service Recommendation variable can be explained by the influence of Customer Satisfaction and Customer Engagement. Meanwhile, the remaining 45.1% is influenced by other variables not included in this study. Subsequently, path coefficient measurements between constructs are carried out to determine the significance and strength of the correlations, as well as to test the hypotheses.

Table 5 Path Coefficients

Exogenous Variabel	Endogenous Variabel (Service Recommendation)	Direction Of The Relationship
Customer Satisfaction	-0,143	Negative
Customer Engagement	0,865	Positive

From Table 5 above, it can be seen that the exogenous variable (Customer Satisfaction) has a path coefficient value of -0.143 toward the endogenous variable (Service Recommendation), while the exogenous variable (Customer Engagement) has a path coefficient value of 0.865 toward the same endogenous variable. Therefore, it can be concluded that the direction of the relationship between the exogenous variable (Customer Satisfaction) and the endogenous variable (Service Recommendation) is negative, whereas the relationship between the exogenous variable (Customer Engagement) and the endogenous variable (Service Recommendation) is positive.

Table 6 T-statistic Analysis

Variable	T-statistic	P value
Customer Satisfaction => Service Recommendation	0,901	0,368
Customer Engagement => Service Recommendation	6,025	0,000

Based on the results of the hypothesis test (T-test) in the table above, the significance value for the Customer Satisfaction variable in relation to the Service Recommendation variable is 0.901, which is less than 1.96. This indicates that Customer Satisfaction does not have a significant effect on Service Recommendation. Meanwhile, the significance

value for the Customer Engagement variable in relation to the Service Recommendation variable is 6.025, which is greater than 1.96. This indicates that Customer Engagement has a significant effect on Service Recommendation.

EQUATIONS

A sample refers to the number and characteristics of a portion of the population (Sugiyono, 2013). The sample size is influenced by various factors, such as the purpose of the study. For most researchers, a sample size greater than 30 and less than 500 is generally considered adequate. Therefore, the sample size in this study was determined using the Lemeshow formula, as follows:

$$n = \frac{z^2 x\, p(1-p)}{d^2}$$

$$n = \frac{(1{,}96)^2 x\, 0{,}5(1-0{,}5)}{(0{,}10)^2} = 96{,}04$$

Information:

n = number of samples

z = standard score at a certain level of confidence (95% = 1,96)

p = maximum estimate (0,5)

d = alpha value/sampling error 10%

Based on the results obtained from the above calculation, a total of 96 respondents was determined. Therefore, the sample size used in this study is 100 respondents, with the distribution carried out evenly across the South Jakarta area.

THEORETICAL AND PRACTICAL CONTRIBUTION

Theoretical Contribution

The objective of this research topic is to contribute to the development of literature in the field of service marketing, particularly concerning the relationship between Customer Satisfaction, Customer Engagement, and the intention to recommend a service. It also aims to enhance understanding in the study of consumer behavior, especially in the context of app-based transportation services in Indonesia.

Practical Contribution

This research provides practical benefits for various related parties, including

1. For academics

   This study is expected to enrich the literature in the field of service marketing and consumer behavior, particularly regarding the factors that influence the intention to recommend app-based transportation services. It may also open opportunities for future research in broader contexts or with additional variables, such as the influence of new technologies or external factors on customer satisfaction and engagement.

2. For companies

The findings are expected to serve as a foundation for Gojek in designing more effective strategies to improve the quality of GoRide services, based on a deeper understanding of the factors influencing customer satisfaction and engagement. Furthermore, it can assist the company in identifying aspects of the Gojek application that need improvement to enhance the overall user experience.

CONCLUSION

Based on the results of the study conducted on 100 Gojek application users in the South Jakarta area, it can be concluded that Customer Satisfaction does not have a significant effect on the recommendation of GoRide services. This is indicated by a negative path coefficient value of -0.143 and a T-statistic value of 0.901, which is below the significance threshold of 1.96. In contrast, Customer Engagement has a positive and significant effect on the recommendation of GoRide services, with a path coefficient value of 0.865 and a T-statistic of 6.025. This indicates that the higher the level of customer engagement, the more likely they are to recommend the GoRide service to others. Therefore, companies like Gojek should focus more on strategies that enhance customer engagement to organically drive service recommendations, rather than solely concentrating on customer satisfaction.

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