

# THE INFLUENCE OF E-SERVICE QUALITY , E-TRUST , AND E-SATISFACTION ON E -LOYALTY IN THE GO-JEK APPLICATION

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## ARTICLE INFO

### Keywords:

E-Service Quality,  
E-Trust,  
E-Satisfaction,  
E-Loyalty

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## ABSTRACT

This research was conducted with the intention of determining the impact that E-Service Quality, E-Trust, and E-Satisfaction have on E-Loyalty in relation to the Gojek application. This inquiry is a quantitative study that employs descriptive statistical calculations using SPSS version 26.0 and an associative methodology. According to this investigation's findings, there is a correlation between high levels of e-service quality and e-loyalty. On the other hand, e-satisfaction has a large influence on e-loyalty, whereas e-trust has no significant influence on e-loyalty. Consequently, it is feasible to conclude that there is a relationship between the degrees of e-service quality, e-satisfaction, and e-loyalty. E-Service Quality, E-Trust, and E-Satisfaction all have a strong and relevant influence on E-Loyalty.

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## 1. INTRODUCTION

In this era of modernization, almost all people's needs use the internet. With the internet all needs are more effective and efficient. With the development of the internet followed by technological developments (Rosyad, 2018). Rapid technological developments greatly affect everyday life. The use of technology can make daily activities easier (Syahril & Rikumahu, 2019).

As technology develops, it changes purchasing behavior from offline to online on purchase intentions for online service applications. Online service applications provide community needs such as online transportation (Agustin & Khuzaini, 2017) . The advancement of technology and the internet are inextricably linked to the growth of online transportation, and neither can be considered independent of the other. The availability of online transportation services actually makes it simpler for people to reduce the amount of time they need to spend traveling. As a result of the technology of the internet (Hardaningtyas, 2018). Grab and Gojek are the online transportation application services that are used by the general public the most frequently, as determined by the findings of a survey conducted by the Indonesian Internet Service Providers Association (APJII) for the 2019-quarter II/2020 period. This information was gathered by APJII. Twenty-one point three percent of respondents have openly acknowledged that they make frequent use of the Grab app for the purpose of commuting. In the meantime, 19.4% of those polled admitted that they make frequent use of the Gojek application while they are on the road (Bayu, 2020).

One of the online service applications that is developing in Indonesia is Gojek. At this time, these online transportation applications not only provide transportation services, but also offer other services (Anggriana et al, 2017) . For example, Gojek provides a courier service for goods under the name Go-Send, a food delivery service under the name Go-Food, and a service for ordering cinema tickets with Go-Tix (Bianca, 2018). With the Gojek application, it helps people meet their daily needs. According to the results of the DailySocial.Id survey which showed that as many as 85.22% of respondents had used the Gojek transportation service. Meanwhile, only 66.24% of respondents used Grab and around 50% used Uber. This survey counts the votes if the respondent has ever used the internet-based transportation service. Based on the data above, the majority of people use the Gojek transportation service (Pudjarti et al, 2019).

E-Service Quality is significant since it is one of the aspects that might influence the growth of online service application technology. According to Zeithaml et al. in Tjiptono, E-Service Quality is a new form of service quality that is an adaptation and expansion of the quality model (2019). Bressolles and Durrieu, cited in Wilis and Nurwulandari (2020), state that the quality of electronic services differs from that of traditional service systems. Instead, clients and service providers are provided with the electronic ease of simply acquiring information from one another.

People will have more confidence in utilizing the Go-jek application if the E-Service Quality is sufficient. According to Kimery and McCord (2002), "E-trust" is the willingness of consumers to accept the

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inherent risks connected with conducting business online. E-Trust, also known as electronic trust, is defined by Yang et al. as "the expectation of confidence in online risk circumstances where weaknesses would not be abused" (2006).

With this confidence in the Go-Jek application's users, it is believed that customers would be pleased. Evanschitzky et al. (2004) define e-satisfaction as a post-purchase evaluation of how effectively goods and service providers match customer expectations. Customers who are satisfied are typically loyal. Consumer trust is defined by Crosby in Aminsyah & Yulianti (2019) as the notion that product or service suppliers can be depended upon to act in a manner that serves the consumers' long-term interests.

Also motivating this study are research gaps. The Indonesian Consumers Foundation (YLKI) performed a survey of public satisfaction with online transportation services, according to Ikhsanudin's (2017) article. As a result, around 41% of consumers said they had been disappointed by online transportation. The survey was conducted April 5-16 2017, involving 4,668 respondents. Most consumer complaints about online transportation services are partners compared to applications. The first complaint was that the driver asked to be canceled by 22.3%, the second was difficult to get the driver 21.19%, the third the driver canceled unilaterally by 16.22% and the fourth the folder was damaged or had an error of 13.11%. This is also what makes YLKI suggest to set service standards so that it can be known whether consumers are satisfied or not

The trust of users is a concern for Gojek. This can be seen that Gojek continues to provide additional features to increase the trust of its users, such as the trip sharing feature which is accessed directly in the application and also the feature to disguise phone numbers (Avifah & Andayani, 2018) . Sometimes people are loyal to use goods and services because there is no other choice or alternative to other goods and services and also consumers value promos and prices in buying goods or using services rather than looking at a particular brand (Saputri, 2019).

In light of the information presented above, the researcher is interested in determining how factors such as e-service quality, e-trust, and e-satisfaction influence e-loyalty among users of the Go-Jek application. The author is curious as to whether or not people who use the Go-Jek application feel a sense of loyalty to the service they receive, as well as the security and satisfaction they derive from using the Go-Jek application. The authors have expressed an interest in conducting research with the working title, "The Influence of E-Loyalty on Go-Jek Application Users." This interest is based on the description of this background.

## 2. METHODS

Quantitative description research is the method of investigation that is utilized, and data collection procedures are carried out by means of a questionnaire containing 18 statements. These statements, which cover topics such as e-service quality, e-trust, e-satisfaction, and e-loyalty, are analyzed with a Likert scale diagram. The method of sampling employs a purposive sampling approach, and the criteria for participants are customers who have used the Gojek application between the months of December 2021 and January 2022, for a total of 97 respondents. This investigation is a quantitative study employing an associative approach with descriptive statistical calculations performed on a computer running SPSS version 26.0. The following is the conceptual framework of this research:

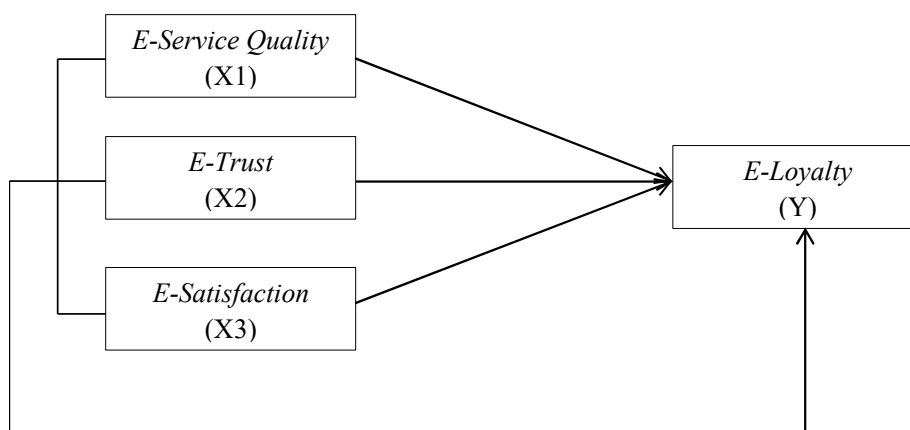


Figure 1 Conceptual Framework

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### 3. RESULTS AND DISCUSSION

#### 1. Validity test

A statement item validation test will be conducted to determine the validity of each statement included in the research instrument. The product moment formula test is carried out with the assistance of the SPSS 26.0 program. Based on the findings of assessing the Validity of E-Service Quality Variables, E-Trust, E-Satisfaction, and E-Loyalty, we can deduce that the decision was correct because the  $r_{count}$  is higher than the critical value. This allows us to conclude that the decision was correct (0.3).

#### 2. Reliability Test

For this purpose, we employed Cronbach's alpha to measure reliability. Also, if the Cronbach Alpha is 0.6 or greater, the research instrument can be considered reliable, as suggested by Sugiono (2018). The data correlation analysis was done using SPSS version 26.0.

Table 1 Reliability Test Results

Variable	$r_{count}$	$r_{critical}$	information
<i>E-Service Quality</i> (X <sub>1</sub> )	.756	0.6	realistic
<i>E-Trust</i> (X <sub>2</sub> )	.785	0.6	realistic
<i>E-Satisfaction</i> (X <sub>3</sub> )	.761	0.6	realistic
<i>E-Loyalty</i> (Y)	.805	0.6	realistic

The above table 1 shows that all variables have an adequate level of internal consistency ( $\alpha \geq 0.6$ ). This demonstrates that all declared variables are real, guaranteeing that identical results will be obtained from identical instruments when measuring the same object. If a variable or construct's Cronbach's alpha score is greater than 0.6, we can confidently call it reliable (Ghozali, 2016).

#### 3. Multiple Regression Analysis

The effect of the independent variables (E-Service Quality, E-Trust, and E-Satisfaction) on the dependent variable (E-Loyalty) can be examined jointly or independently using multiple linear regression. Results from several computations in SPSS 26 are presented.

Table 2. Multiple Linear Regression Analysis Results

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	std. Error	Betas	t	Sig.
1	(Constant)	-.359	1.272		-.282	.778
	E-Service Quality	.123	.061	.212	2.003	.048
	E-Trust	.104	.130	.085	.805	.423
	E-Satisfaction	.381	.074	.529	5.156	.000

Based on table 2 . The results of the data processing above, there is a multiple linear regression equation as follows:

$$Y = -0.359 + 0.123 X_1 + 0.104 X_2 + 0.381 X_3 + E$$

The regression equation can be explained as follows:

- Because the E-Loyalty (Y) variable is always -0.359, we can conclude that it is independent of the E-Service Quality (X<sub>1</sub>), E-Trust (X<sub>2</sub>), and E-Satisfaction (X<sub>3</sub>) variables. Assuming no changes to any other variables, this means that in the Gojek app, E-Loyalty is -0.359 if E-Service Quality (X<sub>1</sub>), E-Trust (X<sub>2</sub>), and E-Satisfaction (X<sub>3</sub>) are all equal to zero.
- The positive correlation between E-Service Quality (X<sub>1</sub>) and E-Loyalty (Y<sub>1</sub>) is indicated by the regression coefficient value of 0.123. (Y). The E-Loyalty variable (Y) will increase by 0.123 if the E-Service Quality variable (X<sub>1</sub>) increases by one unit, assuming no change in the other independent variables. In this way, it can be deduced that better E-Service Quality results in more satisfied customers who remain loyal to the brand online.
- The positive correlation between E-Trust (X<sub>2</sub>) and E-Loyalty (Y) is indicated by the regression coefficient value of 0.104. (Y). A one-unit increase in E-Trust (X<sub>2</sub>), with all other independent variables

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held constant, will result in a 0.14% increase in E-Loyalty (Y). So it can be concluded that a rise in E-Trust (X2) causes a rise in E-Loyalty (Y).

- d) The positive correlation between E-Satisfaction (X3) and E-Loyalty (Y) is indicated by the regression coefficient value of 0.381. (Y). The E-Loyalty variable (Y) will increase by 0.381 if the E-Satisfaction variable (X3) increases by one unit and the other independent variables remain unchanged. One possible interpretation is that greater levels of E-Satisfaction (X3) correlate to greater levels of E-Loyalty.

#### 4. Coefficient of Determination

The following information about the impact of (X1), (X2), (X3) on (Y) is obtained based on data processed with SPSS version 26.0:

Table 3 Results of the Analysis of the Coefficient of Determination

Model	R	R Square	Adjusted R Square
1	.761a	.579	.565

The adjusted coefficient of determination (R2) is 0.565, as shown in table 3. With this in mind, we can deduce that E-Service Quality (X 1), E-Trust (X 2), and E-Satisfaction (X 3) have a 56.5% combined effect on E-Loyalty (Y), with the remaining 43.5% being explained by factors beyond the scope of this investigation.

#### 5. Hypothesis test

##### a) Partial Test (t test)

For this segment of the test, we compare the p-value to the value of (alpha). Assuming a significance level of 0.05, H0 is rejected if the p-value is less than that level. Therefore, the independent variable does have some effect on the dependent variable, and the inverse is also true. It is common knowledge that a hypothesis exists in this investigation:

H1: E-service quality has a direct impact on e-loyalty.

H2: E-trust has a direct impact on e-loyalty.

H3: E-satisfaction has a direct impact on e-loyalty.

H4: There is a direct relationship between e-service quality, e-trust, and e-satisfaction and e-loyalty.

The following are the results of the t statistical test, which can be seen in the table below.

Table 4 Partial Test Results

Variable	P-Value	Sig	Information
<i>E-Service Quality</i>	.048	0.05	Influential
<i>E-Trust</i>	.423	0.05	No Effect
<i>E-Satisfaction</i>	.000	0.05	Influential

According to Table 4, the E-Service Quality variable has a P-Value of 0.048, where this probability value is smaller than the sig value of 0.05. Consequently, based on the test requirements, if the probability value is less than 0.05, it is possible to conclude that the E-Service Quality variable effects E-Loyalty if the probability value is less than 0.05. The P-Value for the E-Trust variable is 0.423, suggesting that the probability value is greater than the sig value of 0.05. Consequently, based on the test requirements, if the probability value is more than 0.05, it is possible to conclude that the E-Trust variable has no effect on E-Loyalty if the probability value is greater than 0.05. In addition, the P-Value for the E-Satisfaction variable is 0.000, which is less than the sig value of 0.05. Therefore, if the probability value is less than 0.05 based on the test requirements, it is possible to conclude that the E-Satisfaction variable has an effect on E-Loyalty.

##### b) Simultaneous Test (Test f)

If the probability level is greater than (0.05), then the null hypothesis H 0 is accepted. This means that the independent variables do not have any joint effect on the dependent variable. The outcomes of the statistical F tests are shown in the table below:

Table 5 Simultaneous Test Results (Test f)

Model	Sum of Squares	df	MeanSquare	F	Sig.
1 Regression	150.448	3	50.149	42.580	.000 <sup>b</sup>
residual	109.532	93	1.178		
Total	259.979	96			

It can be seen from the data in table 5 that the P-Value for the independent variable is 0.000. According to the rules of the test, it is possible to draw the conclusion that E-Service Quality, E-Trust, and E-Satisfaction all influence E-Loyalty simultaneously if the probability value is less than 0.05.

#### 4. CONCLUSION

The positive effect is unidirectional, meaning that if the X variable increases, so does the Y variable; conversely, if the X variable decreases, the Y variable decreases. In research, the level of confidence in a hypothesis has a significant impact on whether the hypothesis will be accepted or rejected: The level of satisfaction with an online service can greatly affect the customer's propensity to remain loyal to that service. This demonstrates that the faithfulness of Gojek app users is sufficient to take into account the excellence of the services offered by Gojek. No discernible correlation can be found between E-Trust and E-Loyalty. What this demonstrates is that users' trust in Gojek does not necessarily translate to loyalty on their part. E-loyalty is directly proportional to the level of satisfaction a customer has with their online experience. This demonstrates that customer satisfaction with the Gojek app has an effect on customer loyalty. E-Loyalty is affected by the trifecta of e-service metrics—e-service quality, e-trust, and e-satisfaction. This demonstrates that the service quality, trust, and satisfaction of using the Gojek application are very important to the Gojek user base..

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