



Price, E-Service Quality, Cose to Customer Satisfaction based on Two Wheels Vehicle Application Online

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Abstract: Online taxi is a transportation service that is being become a Famous in jakarta. Where the means of transport is harnessing technology smartphone so that everyone in jakarta can download the application online for visitors. This application makes it easy to someone who requires transportation to travel, stay using the application will then be connected with a taxi driver and taxi driver online online will come to the location of the caller. The caller's taxi online already gives the destination location in the applications and will calculate the cost and the caller can consider those costs. Unlike the Ojek base, where we have to approach the taxi and asks the price to place the goals targeted. The location of the research are in the Research carried out at PT GO-JEK Indonesia for the JABODETABEK AREA because it is a precursor of the revolution online beraplikasi taxi transportation services in Indonesia. This study will examine whether price, E-Service Quailty and COSE will affect customer satisfaction PT. GOJEK Indonesia.

Keyword : Go-Jek, Ojek, Price, E-Service Quality, Cose, Customer Satisfaction.

1. INTRODUCTION

Online taxi is a transportation service that is becoming a Famous in jakarta. Where the means of transport is harnessing technology smartphone so that everyone in jakarta can download the application online for visitors. This application makes it easy to someone who requires transportation to travel, stay using the application will then be connected with a taxi driver and taxi driver online online will come to the location of the caller. The caller's taxi online already gives the destination location in the applications and will calculate the cost and the caller can consider those costs. Unlike the Ojek base, where we have to approach the taxi and asks the price to place the goals you want to jump to. In this research obtained under Price Gojek cheaper than the taxi bases since the drivers gojek subsidized by PT. Gojek Indonesia, while the taxi fare in the matter of base merely interpreting rates based on distance traveled. One of the companies engaged in the transportation of two-wheeled vehicles using the online application is the Gojek PT. Indonesia that provide two-wheeled vehicle transportation services online. Customers who wish to use these online visitors can upload applications Gojek. How companies can see customer satisfaction Gojek on performance of Gojek drivers, so if there is something causing the satisfaction of customers disturbed can be resolved. In this study there are several stages of which

the first Stage is the preparation, namely the collection of literature, data collection and information gathering and research object, the Second Stage is the analysis, namely the analysis of the problem, variable pricing, E-Service, Cost and customer satisfaction as well as the analysis of population and sample. The third stage is the design that is designing a model Questioner, Questioner interface and designing techniques of evaluation system. The fourth stage of Implementation, namely the spread of Questioner and charging Questioner. The fifth stage is a measurement that is the evaluation of customer satisfaction and the analysis of data and the last is the stage Design that is designed Making written reports and published in the form of journals, proceedings and papers. E-Service Quality or which is also known as E-ServQual is a new version of Service Quality (ServQual). E-ServQual was developed to evaluate a service provided on the Internet. E-Service Quality is defined as an extension of the ability of a site to facilitate shopping, purchasing, and distribution effectively and efficiently. Based on Ho and Lee (2007) there are 5 dimensional measurement of e-service quality, namely: Information Quality, Security, Website Functionality, Customer Relationship, and Responsiveness and Fulfillment. This variable to measure application provided by Go-Jek. As for measuring the performance of the driver Go-Jek COSE variables used with four dimensions, namely the Technical skills, Social skills, Motivation, Decision-making authority so that by using that method can be seen in the satisfaction of users Gojek

2. PROBLEM IDENTIFICATION

Based on the description of the background mentioned above, can researchers put forward the formulation of the problem as follows:

1. Explain Price, e-service quality and customer satisfaction COSE and PT GO-JEK Indonesia.
2. How Price, e-service quality and customer satisfaction COSE against PT.GO-JEK Indonesia.

3. LITERATURE REVIEWS

3.1. Price

Prices are amounts of money that can be paid for by the market (Colin, 2003). Prices generally have a decisive role in the choice of the buyer. In 2006, Kotler redefinition back prices, "Price is the exchange of goods or services with a monetary unit that is mutually agreed between buyer and seller". While Stanton (2003), looked at price is the amount of money (plus a few products that may be) required to obtain a combination of products and services. In other words, the price is a value that must be exchanged for products desired by consumers (Swasta, 2008). Reasonable price and good quality of Gojek allows the existence of consumer satisfaction.

3.2. E-Service Quality

According to Zeithaml (1990:19) "Service quality is the extents of discrepancy between customer's expectations or desires and their perceptions". Zeithaml, et al (1996:76) indicates that the customer's expectations of the quality of services was formed by 11 factors *i.e.*: enduring service intensifiers, personal needs, transitory service intensifiers, perceived service alternatives, self perceived service situationalo factors, roles of explicit service promises, an implicit servicepromises, word mouth, and past experience. Opinion Kotler (2006:57), understanding the quality of service is "Quality is the totality of features and last of a product or service that bear on it's ability stated needs"

3.3. Customer Satisfaction

Snellman and Tina Vihtkari (2003:217) expressed satisfaction and dissatisfaction is the customer response to the evaluation of nonconformity (disconfirmation) perceived between the prior expectations (or other performance norm) and the actual performance product that is felt after use. Kotler and Keller (2012, 10) holds that

Satisfaction reflects a person's judgement of a product's performance in relationship to perceived expectations. If the performance falls short of expectations, the customer is disappointed. If it matches expectations, the customer is satisfied. If it exceeds them, the customer is delighted. Consumer satisfaction is a function of the perceived performance differences (perceive performance) and hope (expectation). When performance is below expectations, then consumers will be disappointed. If the same with hope, then consumers will be satisfied. If the above performance expectations, then the customer feel very satisfied, happy, or excited.

3.4. Customer Orientation Of Service Employees (COSE)

According to Saxe and Weitz (1982) the customer orientation of service employee (COSE) is defined as the satisfaction it brings consumers where the consumer needs are met by the existence of an interaction between employees with customers. According to Saxe and Weitz (1982) the customer orientation of service employee (COSE) is defined as the satisfaction it brings konsumen where the consumer needs are met by the existence of an interaction between employees with customers. Similarly, according to Sheth and Mittall (2004, 67), orientation on the consumer is the Ministry that fully understand the needs and desires of the consumers in an environment competing with running the entire plan of the company for the purpose of creating customer satisfaction. For a company focused in building relationships with consumers, employee attitudes and actions need to be consumer-oriented

4. THEORY AND CONCEPTS

Factors that influence customer satisfaction GO-RIDE PT. GO-JEK Indonesia Application transport services online is an E-Service Quality, as well as on the service, then the service quality is customer satisfaction. Research on the influence of E-service quality towards customer satisfaction has been researched among others by Mohd Shoki Md, till, Leong Ooi Yun, Norhayati Zakuan, Khalid Ismail, (2012) "This study examined the relationship and the impacts of *e*-SQ and *e*-Satisfaction on *e*-Loyalty in internet banking. The modified version of E-SERVQUAL instrument was used to determine *e*-SQ for internet banking service of a commercial bank in Malaysia. Questionnaires were collected randomly from 265 internet banking users. The findings indicated that assurance-fulfillment, efficiency-system availability; privacy, contact-responsiveness and website aesthetics and guide constitute *e*-SQ for the internet banking service. Website aesthetics and Guide, Efficiency-System availability and Contact-Responsiveness of the internet banking *e*-SQ were positively affected *e*-Satisfaction"

Hennig-Thurau (2004) according to him the performance of service personnel often constituting a major element of a service the customer orientation of service personnel is often regarded as a main determinant of service firms' success. Drawing on a deductively derived four-dimensional conceptualization of the customer orientation of service personnel, consisting of employees' technical skills, social skills, motivation, and decision-making power, a model of the impact employees' customer orientation has on key service marketing constructs is theoretically developed. The model is then empirically tested against a sample of 989 consumers for two service contexts (*i.e.* book/CD/DVD retailers and travel agencies), with the results providing support for most hypotheses. Implications of the findings for services and retail management are discussed.

Hansel Jonathan (2013) According to him The purpose of this study is to determine the effect of e-service quality on customer satisfaction and its impact on customer loyalty of PT Bayu Buana Travel, Tbk. With non-probability technique (census), questionnaires were collected and used in data processing using Structural Equation Modeling with WarpPLS program and Importance Performance Analysis methods. Based on this research, it was found that e-service quality has an influence on customer satisfaction, customer satisfaction has an influence on customer loyalty, *e*-service quality has an influence on customer loyalty, and *e*-service quality and customer satisfaction has an influence on customer loyalty. The *e*-service quality attributes, such as the website providing accurate information, the website having a good reputation, all online payment be confirmed, the website easy to use, and the products/services on the website delivered according to the time, need to be improved and enhanced.

Ali Naghi Mansour Beigi, Saeid Jorfi, Reza Tajarrood, Salemi Hamed Mansour Beigi, (2016) according to him the increasing progress in technology make the service companies like banks provide e-banking services or online banking in order to access the competitive advantage and dedicate much market share for themselves. Because of it crucial role in increasing the organizational profitability and customers' satisfaction and loyalty, the quality of e-banking services is of great importance in e-banking studies. Therefore, the present study attempts to cast light upon the effects of e-banking service quality on customers' satisfaction and loyalty in Agricultural Bank of Khuzestan Province (Iran). The statistical population is all of the customers of Agricultural Bank of Khuzestan among which 385 of them were selected for the sample study. The research period is from March-April until May-June 2015. The library and field methods were used for the data collection. This study is of applied and causal-descriptive research and is specifically based on Structural Equation Modeling (SEM). At first, by using the descriptive statistics, the demographic conditions of respondents were determined. Afterwards, by the statistical inference, the hypotheses of the study were investigated. For the statistical analysis, LISREL 8.8 and SPSS Software 17 were used. To verify or not to verify the relations between the variables, Confirmatory Factor Analysis (CFA) was used. By and large, the results show that the quality of e-banking services has a direct and positive effects on customers' satisfaction and loyalty.

Kambiz Heidarzadeh Hanzaee, Majid Mirvaisy (2011) In his own research suggests that With the performance of service personnel often constituting a major element of a service per se, the customer orientation of service employees (COSE) is often regarded as a main determinant of service firm's success. The purpose of this study is Understands how customer orientation (CO) of service employees (SE) affects customer satisfaction (CS), customer commitment (CC), customer retention (CR) and increasing service quality (SQ) in Iranian Islamic banking sector. This is based on 300 responses collected from customers using Iranian Islamic bank service in three provinces (Khorasan-e Razavi, Khorasan-e Shomali & Khorasan-e Jonobi), in private and governmental sectors. The results show that customer orientation of service employees (COSE) has no impact in customer retention in Iranian Islamic banking. Therefore, other hypotheses accepted. There are important variables in the service sectors that affect customer quality perception. This paper draws on the conceptualization suggested by Henning-Thurau and Thurau and tests model of COSE dimensions (Technical and Social Skills, Motivation and Decision Making Authority) and customer-sided consequence in Islamic banking in Iran.

S.Sivesan dan M.Karunanithy (2013) in his research, titled An Empirical Study on the Promotional Mix and Brand Equity: Mobile Service Providers. According him Promotion is an exercise in information, persuasion and influence. So, the purpose of promotion is to reach the targeted consumers and persuade them to buy. Promotion is vital element of marketing mix. The purpose of this study is to investigate the effects of promotional mix on equity of brands performing in the mobile service providing sectors. In this context, promotional mix has positively affect brand equity. Data were collected from 107 selected customers of the mobile service sectors. The results revealed that the correlation value between promotional mix and brand equity 0.722 which is significance at 1% levels. According to the regression analysis, 52% of promotional mix effect on brand equity. So, promotional mix effects on brand equity. Mobile service providing companies should polish their promotional mix.

Amir Mahmud, Kamaruzaman Jusoff and St. Hadijah , 2013. This research looks into the influence of the service quality and price on customer's satisfaction and loyalty of commercial airline service industry. The objective of this research is to test and analyse the effect of service quality and price toward customer's satisfaction and loyalty. This research used primary data through a survey of 310 respondents. The respondents were passengers, who have been travelling by plane two times from January to March, 2012. The Structural Equation Moing (SEM) was used to analyze the data, using AMOS (Analysis of Moment Structure) version 7.0 software. The result of this research has shown that service quality influences insignificantly toward customer's satisfaction with a positive relationship and price influences insignificantly toward customer's satisfaction with

a negative relationship, service quality influences insignificantly toward customer's loyalty with a negative relationship and price influences significantly toward customer's loyalty with a negative relationship. Customer satisfaction gives significant positive impact on customer loyalty. This implies that when customers feel satisfied then certainly they will also have a loyalty to the flight services industry. This research also recommended that the aviation services industries to maintain a consistent quality of service and continue to set the right price and fair, then the customers will certainly feel satisfied and be followed by loyalty to always use the services of the airline industry.

Mohsen Nazari, Mohammad Ali Shah Hosseini, Seyed Vahid Tabatabaie Kalejahi, 2014. This Research about Price fairness and price satisfaction is one the most important fields in pricing and also in customer satisfaction. In this research, first the dimensions of price fairness, price satisfaction, customer satisfaction, and customer loyalty is extracted from marketing literature, then 5 hypotheses is developed. In proposed model, price fairness has direct impact on price satisfaction, customer satisfaction and customer loyalty; also price satisfaction has direct impact on customer satisfaction and customer satisfaction has direct impact on customer loyalty. Statistical Society of this research is University of Tehran's Student and the number of samples is 379. Students are selected accidentally for answering the questionnaire. Structural Equation Modeling is applied in this research. The results show that all of the hypotheses are strongly supported. It means that price fairness is one of the building blocks of the price satisfaction, customer satisfaction and customer loyalty. It's recommended to assess the customer perception of the price fairness. Also some directions for future researches are indicated.

Muhammad Sabbir Rahman, Abdul Highe Khan & Md. Mahmudul Haque, 2012 "The purpose of this conceptual paper is to study the effect of service quality towards customer's satisfaction under the perspective of SERVQUAL and Gronroos service quality model. The proposed model focuses on the relationship between functional quality, technical quality, internal, external influences mediated by corporate image and service quality towards customer's satisfaction. The model also tries to build the relationship between perceived prices by the customers on customer's satisfaction when service quality plays a mediating role. Suggestions for managers are given on implementing the core concepts from the model. At present, research that directly linked the combine concepts of SERVQUAL and Gronroos's on customer's satisfaction is lacking. Not only organization needs empirical data to understand the level of customers' satisfaction but also they need to understand how to integrate these service quality concepts into managing the customer's satisfaction. This knowledge gap is where the present conceptual paper wishes to contribute. The present research aims to provide past literature findings of service quality and customers satisfaction intent to develop a conceptual framework for further research. Therefore from this study researchers believe that this conceptual paper will help the management of service providers to better understand their service quality which help them to draw specific guidelines to meet the customer's expectation"

5. CONCLUSION

After Learn research-study on Price, Service Quality and COSE that impact customer satisfaction then it can be inferred:

1. Studies of scientific literature showed that the relation between exits the service price and customers Satisfaction.
2. Generalizing presented explanations of service price concept, it could be stated that the service price is one of factors of customers satisfaction.
3. Results of theoretic and empiric research showed that relationship rewards (confidence, social and exclusive viewpoint) have influence on customers satisfaction.

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