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THE EFFECT OF ONLINE TRANSPORTATION CUSTOMER SERVICE QUALITY ON CUSTOMER LOYALTY IN BANDAR LAMPUNG

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ABSTRACT

The convenience offered by online transportation applications has an impact on the choice of transportation to the community. Community mobility is faster and can shorten the time for activities. there are currently two online transportation operators in Indonesia, namely Grab and Gojek, both of which have advantages in offering online transportation services to the public. The phenomenon that occurs in online transportation services is that sometimes there is a sense of worry with unknown drivers or drivers who drive do not follow traffic rules. There are also different types of vehicles in the application with vehicles used by online transportation drivers. This is what underlies this research, which aims to find out how online transportation services to the loyalty of online transportation users in Lampung city, until this study amounted to 224 people. The results of this study show that reliability, physical evidence, level of response and empathy affect the loyalty of users of online transportation.

Keyword: service; transportation; loyalty;

INTRODUCTION

The modes of transportation in Indonesia currently have many alternatives for land transportation, especially for urban transportation, the community gets convenience, this is because of online transportation, online transportation provides many choices and convenience in terms of access and other service options. Online transportation or what is often referred to as on-demand transportation began to develop in Indonesia in 2014 this began with the emergence of the uber controversy present in Indonesia, then in 2015 GO-JEK enlivened this on-demand transportation.

In the development of the term, online transportation in the community turned into an online transportation. Currently, there are two major operators operating in Indonesia Grab and GO-JEK, besides that there are several other startups that are engaged in this business such as BluJek and others. Online modes of transportation combine various types of services in one application. Online transportation applications change the way people order vehicles quickly and easily, just with a smartphone, the cost can be said to be measurable and it is known with certainty that there is no payment concern.

Based on the index's top brand data for online transportation services in Indonesia in phase 2 of 2016-2018, each online transportation operator experienced significant fluctuations. This is also related to the acquisition of one of the online transportation operators, Uber by Grab, which automatically competes to become increasingly competitive in two major operators, namely Grab and Gojek.

Table. 1.1 TBI Online Transportation Services

Merek	Top Brand Index (TBI)		
	2016-2	2017-1	2018-2
Gojek	80,80	59,20	44,90
Grab	14,70	28,20	48,00
Uber	1,70	8,00	n.a
Blu-jek	0,70	0,30	n.a

Source: Secondary data processing, 2018

In 2017 online transportation began operating in the city of Bandar Lampung, marked by the entry of Uber, Grab and Gojek to Bandar Lampung. Users of online transportation are very numerous because of the ease of the features provided. Consumers in Bandar Lampung currently prefer to use online transportation compared to mass transportation such as public transport and ojek because of reduced performance, poor service and the high cost of public transportation to make consumers switch to online transportation such as Gojek, Grab, which cost less. The use of online transportation aims to not get stuck in traffic and can take passengers on time. Based on this background the researcher aims to conduct a study on how the quality of online transportation services to consumer loyalty in Bandar Lampung.This research was conducted by surveying users of online transportation, namely Gojek.

LITERATURE REVIEW

Service Quality

According to Fandy Tjiptono (2011: 180) as a measure of how well the level of service provided is in line with consumer expectations. Service quality can be realized through fulfilling customer needs and desires as well as the delivery accuracy to offset customer expectations. According to Phillip Kotler (2012: 284), there are five dimensions of service quality that must be fulfilled, namely: Reliability, Responsiveness, Assurance, Empathy, Tangible.

Reliability or Reliability; is the company's ability to provide accurate services from the first time without making any mistakes and conveying its services in accordance with the agreed time. Responsiveness (Responsiveness); with regard to the willingness and ability of employees to assist customers and respond to their requests, and inform when services will be provided and then provide services quickly.Assurance; namely, the behavior of the wealthy is able to grow customer trust in the company and the company can create a sense of security for its customers. Empathy; means that the company understands the problems of its customers and acts in the interests of the customer, and gives personal attention to customers and has comfortable operating hours. Physical evidence (Tangible); with regard to the attractiveness of physical facilities, equipment, and material used by the company, as well as the appearance of employees.According to Rambat Lupiyoadi (2014: 6) services are often seen as a complicated phenomenon, services have many meanings ranging from personal service (personal service) to services as a product. According to Phillip Kotler (2010: 27) is an action or performance offered by one party to another party which is intangible in principle and does not cause ownership transfer.

Service characteristics

According to Kotler and Armstrong (2008: 292), service characteristics are the nature of services offered by one party to another to differentiate goods products. Services have four main characteristics that greatly influence the design of marketing programs: Intangible, varied, inseparable, cannot be stored. (1) Intangibility, services are an abstraction and intangible. Unlike physical products, services cannot be seen, felt, touched, heard, kissed before the service was purchased. To reduce this uncertainty, prospective buyers will look for signs or proof of service quality. (2) Variability, services are non-standard and very variable. Unlike the quality of physical products that have been standardized, the quality of services depends on who is available, when, where and how the service is provided. Therefore services vary widely and differ from one another. (3) Inseparability, services are generally produced and consumed at the same time as consumer participation in them. (4) Perishability, services may not be stored in inventory. Value of services is only available when the service is produced and directly received by the recipient. These characteristics are different

from tangible items that can be produced first, stored and used at other times.

Customer Loyalty

According to Fandy Tjiptono (2008: 76) customers who are loyal to a particular brand tend to be bound to the brand and will buy the same product again even though there are many other alternatives. Customer loyalty is someone's loyalty to a product, whether certain goods or services. Customer loyalty applies to brands, services, organizations, and activities. Loyalty reflects repeated psychological commitment to the same brand. Loyalty is defined as an emotional tendency towards an object. Emotional tendencies are obtained from consumers through a prior experience of a brand or derived from information obtained from others.

RESEARCH METHOD

This research design uses descriptive research type with a quantitative approach. There are six variables that are part of the research title, namely: Reliability (X1), Response Power (Responsiveness) (X2), Assurance (Assurance) (X3), Empathy (Empathy) (X4), and Physical Evidence (Tangible) (X5) as the independent variable and customer loyalty (Y) as the dependent variable. This research was conducted by surveying users of online transportation, namely Gojek. Descriptive research in this study was intended to get an overview and information about the passenger response of online ojek drivers in Bandar Lampung city to the quality of online transportation services to customer loyalty. The sample in this study were 224 people with various backgrounds. The instrument used has been tested for validity and reliability with valid and reliable results and has been tested to obtain a model that is worth analyzing.

FINDINGS AND DISCUSSION

a. Findings

In this study using more than one variable as an indicator, namely Reliability (X1), Physical Evidence (X2), Responsiveness (X3), Assurance (X4), Empathy (X5), and Loyalty (Y) that affect other variables, so in the study it uses multiple linear regression Multiple regression analysis to determine the effect of the independent variable (X) on the dependent variable (Y). From the results of data management, the following results are obtained:

Table 1 Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.321	1.350		2.459	.015
	Reliability	.120	.053	.139	2.244	.026

Physical Evidence	.206	.070	.185	2.967	.003
Responsiveness	.159	.056	.180	2.861	.005
Assurance	.003	.091	.002	.028	.978
Empathy	.230	.053	.270	4.330	.000

a. Dependent Variable: consumer loyalty
Source : primary data processing, 2018

Y = 3,321 + 0,120 X1 + 0,206 X2 + 0,159 X3 + 0,003 X4 + 0,230 X5 + 1,350
The constant value is 3.321, meaning that if the reliability does not exist or the value is 0, then the customer loyalty of online transportation is 3.321.The regression coefficient X1 = 0.120 states that each addition of one unit X1 (reliability) will increase customer loyalty online transportation by 0.120.Regression coefficient X2 = 0.206 states that each addition of one unit of X2 (Physical evidence) will increase customer loyalty of online transportation by 0.206.Regression coefficient X3 = 0.159 states that each addition of one unit X3 (Responsiveness) will increase customer loyalty Online transportation by 0.159.Regression coefficient X4 = 0.003 states that each addition of one unit X4 (assurance) will increase customer loyalty of online transportation by 0.003.Regression coefficient X5 = 0.230 states that each addition of one unit X5 (Empathy) will increase customer loyalty Online transportation by 0.230.The standard error value is 1.350, this indicates that the number of errors in predicting customer loyalty Online transportation is 1,350.

Hypothesis testing

Determination Coefficient Test

The results of the calculation of the coefficient of determination in the following table:

Table 2. Determination Coefficient Calculation Results (R2)

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.512a	.262	.245	1.28092

Source: primary data processing, 2018

From the calculation results obtained the value (R2) of 26.2%. In other words, this shows that the percentage of customer loyalty that can be explained by the variation of the five independent variables, namely Reliability, Physical Evidence, Responsiveness, Assurance , and Empathy is 26.2% while the remaining 73.8% is explained by other variables. beyond the research variable.

Based on the results of testing table 1.2 the results of the T-test are known as follows:

1. Variable Reliability
   The results of the t-test variable X1 obtained the value of t count = 2.224 with a significant level of 0.026. By using a significance limit of <0.05, t-table is 1.9709. This means that t count> t table and significance value <0.05, it can be concluded that the Reliability variable has a positive and significant effect on customer loyalty variables Online transportation.

2. Variable Physical Evidence
   The results of the t-test variable X2 obtained the value of t count = 2.967 with a significant level of 0.003. By using a significance limit of <0.05, t-table is 1.9709. This means that t count> t table and significance value <0.05, it can be concluded that the Physical Evidence variable has a positive and significant effect on customer loyalty variables Online transportation.

3. Variable Responsiveness
   The results of the t-test variable X3 obtained the value of t count = 0.028 with a significant level of 0.005. By using a significance limit of <0.05, t table is 1.9709. This means that t count> t table and significance value <0.05, it can be concluded that the Respondency variable has a positive and significant effect on customer loyalty variables Online transportation.

4. Variable Assurance
   The results of the t-test variable X4 obtained the value of t count = 2.861 with a significant level of 0.978. By using a significance limit of <0.05, t table is 1.9709. This means that t count <t table and significance value> 0.05, it can be concluded that the Assurance variable does not affect the customer loyalty variables of online transportation.

5. Variable Empathy
   The results of the t-test variable X5 obtained the value of t count = 4.330 with a significant level of 0.000. By using a significance limit of <0.05, t table is 1.9709. This means that t count> t table and significance value <0.05, it can be concluded that the Empathy variable has a positive and significant effect on customer loyalty variables Online transportation.

Online transportation is growing so fast, this is supported by technological developments and regulations governing online transportation, although at the beginning of the operation there were many challenges from public transportation the public's need for online

transportation was higher so that online transportation continued to operate. The results of the study show that service quality variables affect online users (Gojek). This is in line with the results of Arif's (2017) study of the results that showed the variable quality of service influences positively and not significantly to customer satisfaction with the value of 0.765 with significant value 0.446> 0.05 This means that promotion variables increased by one unit, it will not m Increase customer satisfaction variable by 0.159. Price variables are positively but not significantly to loyalty through customer satisfaction with a value of t count 0.143 with significant value 0.887 <0.05. This means that the price variable is increased by one unit, it will not increase the loyalty variable by 0.027. According to Mardikawati and Farida (2013) Quality of service is the nature of product performance or performance which is a major part of the company's strategy in order to achieve sustainable excellence, either as a market leader or a strategy to continue to grow. While being according to Lupiyoadi (2008: 181) Quality of service is a factor that determines the level of success and quality of the company where the company's ability to provide quality services to consumers and as a corporate strategy to defend themselves and achieve success in the face of competition. The focus of attention is the commitment of gojek partners where if the operator has determined a system or application that is easy for the customers of the gojek partners, they should be able to provide excellent service, for example using a vehicle as stated in the application, driving a vehicle following traffic rules and maintaining passenger security.According to Silalahi et al., (2017) GO-JEK's three aspects for online transportation services are perceived cognitive, ease of use, and perceived website innovativeness. Meanwhile, the three lowest criteria are compensation, trust and perceived risk. The ease of using online transportation using applications is very important for online transportation

CONCLUSION

Based on the results of the study in the discussion of this study, it can be concluded that there is an influence of Service Quality (Reliability, Physical Evidence, Responsiveness, Assurance, and Empathy) on Loyalty Online transportation customers, partially reliability independent variables (X1), physical evidence (X2), responsiveness (X3) and Empathy (X5) affect customer loyalty (Y) online transportation. Because passengers of online transportation are not too concerned about reliability (X1) such as unclear information delivery, physical evidence (X2) such as vehicles used by online transport partners are not in accordance with the one stated in the application, responsiveness (X3) such as online transportation partners do not respond to criticism from the passengers, and empathy (X5) like the company is not so serious in handling passenger complaints. While the guarantee variable (X4) does not have a partial effect on customer loyalty (Y)

because not all online transportation partners have the ability and good skills in carrying out their duties, such as making long passengers waiting because of the old drivers in a pick-up. And online transportation partners sometimes differentiate passengers who pay money in full of passengers who use promotions because they are considered detrimental to online transportation partners. While simultaneously the independent variables of reliability (X1), physical evidence (X2), responsiveness (X3), guarantee (X4) and Empathy (X5) significantly influence customer loyalty (Y) online transportation

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