



BEYOND THE RIDE: NAVIGATING CUSTOMER SATISFACTION IN GOJEK THROUGH PERCEIVED EASE OF USE, PERCEIVED USEFULNESS, AND TRUST

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Abstract

This study investigates the intricate dynamics influencing customer satisfaction within the context of GOJEK, a prominent ride-hailing and multi-service platform. Focused on the crucial factors of perceived ease of use, perceived usefulness, and trust, our exploration seeks to unravel their collective impact on customer satisfaction. Employing a quantitative research design, survey data from GOJEK users is analyzed to discern patterns and relationships. The findings contribute valuable insights to the understanding of customer satisfaction in the context of multi-service platforms, shedding light on the role of user experience, utility, and trust in shaping overall satisfaction.

Keywords

GOJEK, customer satisfaction, perceived ease of use, perceived usefulness, trust, ride-hailing, multi-service platform, user experience, customer perception, service satisfaction.

INTRODUCTION

In the ever-evolving landscape of on-demand services, multi-service platforms like GOJEK have redefined the way users experience convenience and accessibility. As these platforms expand beyond their initial offerings, understanding the factors that drive customer satisfaction becomes paramount. This study delves into the intricacies of customer satisfaction within the GOJEK ecosystem, with a specific focus on the pivotal elements of perceived ease of use, perceived usefulness, and trust.

GOJEK, originally known for its ride-hailing services, has grown into a comprehensive platform offering a myriad of services, including food delivery, payments, and more. In this dynamic context, customer satisfaction is influenced by how users perceive the ease with which they can navigate the platform, the usefulness of the services offered, and the level of trust they place in the platform.

The concept of perceived ease of use encapsulates the user's perception of the platform's usability and

user-friendliness. Perceived usefulness, on the other hand, pertains to the extent to which users believe that GOJEK's services meet their needs and enhance their daily lives. Trust plays a central role in shaping user behavior and satisfaction, encompassing elements of reliability, security, and dependability.

As GOJEK extends beyond the traditional ride-hailing model, this study aims to explore the interconnected impact of perceived ease of use, perceived usefulness, and trust on customer satisfaction. The increasing diversity of services offered by GOJEK necessitates a nuanced understanding of user experience, service utility, and the foundation of trust that underpins the entire platform.

By unraveling these dynamics, this research not only contributes to the academic discourse on customer satisfaction in the context of multi-service platforms but also provides actionable insights for GOJEK and similar platforms aiming to enhance user satisfaction and loyalty. As we navigate beyond the ride, we embark on a journey to understand the intricate elements that shape the satisfaction of users in the evolving and competitive landscape of multi-service platforms.

METHOD

The research process for investigating customer satisfaction within the GOJEK platform involves a systematic and multi-stage approach. Commencing with the selection of a quantitative research design, a structured survey instrument is crafted to measure key variables, namely perceived ease of use, perceived usefulness, trust, and overall satisfaction. The survey aims to capture nuanced user perceptions and attitudes towards these factors, providing a comprehensive understanding of the determinants of satisfaction.

To ensure a diverse and representative sample, a stratified sampling technique is employed during participant recruitment. GOJEK users from various demographics and service utilization patterns are targeted, enhancing the study's applicability across a broad spectrum of users. The survey instrument undergoes meticulous development, drawing upon established scales and constructs related to the variables of interest. This ensures the validity and reliability of the instrument in gauging user experiences and sentiments.

The data collection process is facilitated through an online survey platform, offering participants a user-friendly and accessible means of contributing their insights. Clear instructions and assurances of confidentiality are provided to enhance participant engagement and trust. The survey captures a wealth of data, reflecting user perspectives on the perceived ease of use, usefulness, and trustworthiness of GOJEK, culminating in their overall satisfaction with the platform.

With data in hand, the analysis phase employs statistical techniques such as regression analysis, correlation analysis, and factor analysis to unveil patterns, relationships, and significant associations among the variables. This quantitative analysis provides a robust examination of how perceived ease of use, perceived usefulness, and trust collectively shape customer satisfaction within the GOJEK platform.

Throughout the entire research process, ethical considerations remain paramount. The study adheres to rigorous ethical guidelines, securing institutional review board approvals and ensuring participant confidentiality and informed consent. This commitment to ethical research practices enhances the credibility and reliability of the study's findings.

By following this comprehensive process, the study aims to navigate beyond the ride, unraveling the intricate dynamics that govern customer satisfaction within the evolving landscape of multi-service platforms like GOJEK. The insights gained from this process not only contribute to academic understanding but also provide actionable recommendations for enhancing user satisfaction and loyalty within the competitive realm of on-demand services.

Research Design:

This study adopts a quantitative research design to investigate the determinants of customer satisfaction within the GOJEK platform. A structured survey instrument is employed to collect data from a representative sample of GOJEK users. The survey is designed to capture user perceptions regarding perceived ease of use, perceived usefulness, trust, and overall satisfaction with the platform. The selected research design allows for the systematic measurement of these key variables, enabling a rigorous examination of their interplay.

Participant Recruitment and Sampling:

Participants for this study are recruited from the pool of active GOJEK users. To ensure diversity and representation, a stratified sampling technique is employed, considering factors such as usage frequency, demographics, and the variety of services utilized. The goal is to gather insights from a broad spectrum of users to enhance the generalizability of the findings.

Survey Instrument Development:

The survey instrument is meticulously crafted based on established scales and constructs related to perceived ease of use, perceived usefulness, trust, and customer satisfaction. The questions are designed to elicit responses that quantify user perceptions and attitudes towards the specified variables. Careful attention is paid to the clarity and relevance of each question to ensure the validity and reliability of the survey instrument.

Data Collection:

Data collection is carried out through an online survey platform, providing participants with a convenient and accessible means of participation. The survey is distributed to the identified sample, accompanied by clear instructions and assurances regarding the confidentiality and ethical handling of their responses. The data collection process includes measures to minimize biases and enhance the accuracy of participant responses.

Data Analysis:

Upon completion of data collection, the gathered responses undergo rigorous quantitative analysis. Statistical techniques, including regression analysis, correlation analysis, and factor analysis, are employed to discern patterns, relationships, and significant associations among the variables. These analyses aim to provide a nuanced understanding of how perceived ease of use, perceived usefulness, and trust collectively impact customer satisfaction within the GOJEK platform.

Ethical Considerations:

This research adheres to ethical guidelines, ensuring participant confidentiality, informed consent, and responsible data handling. Institutional review board approvals are obtained to conduct the study, reflecting a commitment to ethical research practices.

By adopting this methodological approach, the study seeks to unravel the complex dynamics of customer satisfaction within the GOJEK platform, offering insights that are both academically rigorous and practically valuable for the platform and similar multi-service providers.

RESULTS

The empirical investigation into customer satisfaction within the GOJEK platform yielded insightful results. Quantitative analysis of survey data revealed significant correlations and associations among perceived ease of use, perceived usefulness, trust, and overall customer satisfaction. Users who perceived the platform as easy to use and highly useful, while concurrently having a high level of trust, exhibited higher levels of overall satisfaction. The findings underscore the interconnected nature of these factors, highlighting their collective impact on shaping the user experience within the multi-service platform.

DISCUSSION

The discussion delves into the nuanced dynamics unveiled by the results, emphasizing the pivotal role of perceived ease of use, perceived usefulness, and trust in driving customer satisfaction on GOJEK. The user experience, characterized by the platform's ease of navigation and functionality, emerges as a foundational determinant. Users who find the platform easy to use are more likely to perceive its usefulness and subsequently develop a higher level of trust. Trust, in turn, becomes a linchpin in fostering overall satisfaction, acting as a bridge between user perceptions and their contentment with the platform.

The sector-specific context of multi-service platforms like GOJEK adds complexity to these relationships. The discussion explores how the diversification of services, from ride-hailing to food delivery and beyond, amplifies the significance of user experience, utility, and trust. Additionally, the role of emerging technologies and evolving user expectations is considered, shedding light on the ongoing challenges and opportunities for platforms in this competitive landscape.

CONCLUSION

In conclusion, this study provides valuable insights into the determinants of customer satisfaction within the GOJEK platform. Perceived ease of use, perceived usefulness, and trust collectively influence users' overall satisfaction, underscoring their interconnected impact. The findings offer actionable implications for GOJEK and similar multi-service platforms, emphasizing the importance of continually enhancing user experience, service utility, and building and maintaining trust.

As users navigate beyond the traditional ride-hailing services offered by GOJEK, the platform's success hinges on its ability to optimize these key factors. By addressing user concerns related to ease of use, ensuring perceived usefulness across diverse services, and fostering a trustworthy environment, GOJEK can solidify its position in an increasingly competitive market. This research not only contributes to academic knowledge but also provides practical guidance for platforms aiming to navigate the complex terrain of customer satisfaction in the dynamic landscape of multi-service offerings.

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