

Analyze Between Service Quality to Customer Loyalty with Brand Trust at “Gojek”

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Abstract

Technological transformation is a stimulant for the emergence of new ways of life in society. One of the things we know today is “Gojek” (Online transportation System), which is one of the initiators of technology companies in the Indonesian transportation sector. Until now, “Gojek” has become an alternative for the community to mobilize locally. As a technology company engaged in transformation that combines technological features, the services provided by “Gojek” give customers with more effective and efficient choices. The quality of this service will be a consideration and stimulant for customers whether they will use “Gojek” continuously. But on the other hand, “Gojek's” services with technology and digitalization that they have also have the opportunity to create threats to the security and comfort felt by customers. Customers who feel safe and comfortable using “Gojek” services will trust “Gojek”, so they will consistently use “Gojek” services. So that customer trust in the “Gojek” brand is a customer consideration to be loyal to “Gojek.” The purpose of this is to examined the effect of service quality on customer loyalty with brand trust as a variable of mediation at customer Go-Jek. Used multiple regression analysis for mediation on 120 respondents who have been determined using non probability sampling technique as a method of sampling by using questionnaires for data collection. The result of this research revealed that there is an effect between service quality towards brand trust, brand trust has an effect between towards customer loyalty, service quality an effect between towards customer loyalty at the level of significant 5%, and service quality have positive and significant influence to customer loyalty with brand trust as mediation variable.

Keywords: Quality of Service, Brand Trust and Customer Loyalty.

1. INTRODUCTION

Loyalty customers will make repeat purchases continuously over a long period of time. The company's profitability will be achieved more quickly by retaining existing customers and making them loyal. When customers are loyal to a product or service, it will show a positive perception. This has implications for the creation of higher customer engagement with the company (Ball et al., 2004)

Customers who are loyal to products or services show a rational and emotional belief

that the company will can provide their needs, desires and expectations. Trust is a basic thing to make costumers to be loyal. Customers who believe in a company's brand, will be a trigger for them to make purchases continuously for a long time. Nowadays, people are increasingly understanding that self-respect and how we treat others is an important attitude that must be possessed by everyone, especially the company's relationship with its customers. Therefore, any company does not only compete in terms of product quality, even in manufacturing companies, service quality

becomes a very priority point to make customers loyal to the company.

In the current era of millennials, online transportation has become a lifestyle for people. In line with a survey conducted by the Yayasan Lembaga Konsumen Indonesia (YLKI) showed that of 4,688 respondents, 84.1% chose online transportation services (marketeers.com, 2017). The E-commerceIQ survey shows that 56% of Indonesians use Go-Jek, 33% use Grab and 8% use Uber (goodnewsfromindonesia.com, 2018). Gojek has been downloaded more than 40 million times. There are approximately 15 million active Go-Jek users per week with more than 100 million transactions made every month. This data shows that Go-Jek consumer repurchase as a form of loyalty by consumers is very high. (kompas.com, 2017)

On the other hand, the safety and convenience of online-based transportation is a trigger for customers to form brand trust in the company. Threats and attacks made to Go-Jek drivers will make the public as customers worry about using it. This makes people's trust as customers to Go-Jek down. Cases of leakage of personal data of service users, cases of accidents involving Go-jek drivers and so on will be considered by the public in using Go-jek services. So if Go-Jek cannot provide guarantees of security and comfort as well as service quality that is in line with expectations, customers will be disappointed and will not use Go-Jek anymore.

2. RESEARCH HYPOTHESES

1. Didn't effect between the service quality towards brand trust in Go-jek customers
2. Didn't effect between the brand trust on Go-jek customer loyalty
3. Didn't effect between the service quality towards Go-jek customer loyalty
4. There is no effect between the brand trust mediate the effect of service quality toward customer loyalty

3. RESEARCH METHOD

3.1. Research Design

This is research adjusted to the research objectives to examine causality between variables that explain a certain phenomenon, as well as to test hypotheses that have been prepared based on previous research. This research uses quantitative methods through surveys and collects data by distributing questionnaires.

3.2. Population and Sample

This research using a non-probability sampling technique. In this study, the considerations used are Go-Jek Malang Town Square's customers who have used Go-Jek services at least 2 times. In this study the sample will be divided into 4 categories. Thus, the sample used for respondents in this study amounted to $30 \times 4 = 120$.

3.3. Types & Sources of Data

The type of data based on primary data. In this study, we obtained by distributing questionnaires to respondents. The list of questions or statements in this questionnaire, adapted to the problems studied, includes the variables of service quality and brand trust in influencing customer loyalty.

3.4. Data Analysis Method

The data analysis used mediation regression analysis which has been developed by Kenny and Baron. In this study to knowing the relationship of service quality (X) as an independent variable to customer loyalty (Y) as the dependent variable through brand trust (Z) as the mediating variable.

4. RESULT

Data gained from 120 respondents all items of questions were valid and reliable with rcount ranging from 0.729 to 0.913, which is that is more bigger than table 0.1793 and Cronbach's alpha ranging from 0.908 to 0.945 (> 0.05). The collected data also passed normality and

significant test as it was required to the hypotheses. Through the multicollinearity test on the regression model that was formed, there were no symptoms of multicollinearity. And in this study the heteroscedasticity test was carried out using the Glejser test, the variables of service quality and brand trust had a value above 0.05 as the residual value. So it can be concluded that in this study there was no heteroscedasticity.

Hypothesis test using t test and mediation test. This is for see how service quality (X) influences brand trust (Z) and for knowing the influence of brand trust (Z) on customer loyalty (Y) and the effect of service quality (X) on customer loyalty (Y). The t-test is done by comparing the t -value with the t- table. If tcount is greater than ttable, then the hypothesis is accepted, and vice versa.

It is known that the degree of freedom on the effect of service quality on brand trust is 118 and a significance 0.005. it is known that the ttable is 1.98027.

Table 1. *Results of t-test*

Independence Variable	Dependent Variable	tcount	ttable	Sig	Notes
Independence Variable	Customer Loyalty (Z)	16,435	1,98027	0,000	Accepted

Based on Table 1, It can explain that the t-value of service quality on brand trust is 16,435. This value indicates that tcount is greater than ttable ($16,435 > 1,98027$). While the significance value is $0.000 < 0.05$. It showing that service quality has a effect on brand trust. So that hypothesis one is accepted.

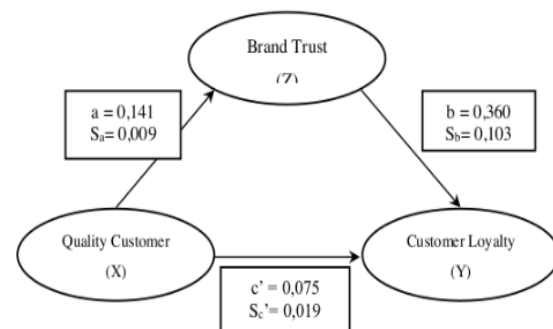
The t-test of service quality and brand trust effect to customer loyalty, it is known that the degree of freedom is 117 and a significance level of 0.05 is obtained $= 0.05/2 = 0.025$, then the ttable value is 1.98045.

Table 2. *T-Test Results Influence of Service Quality and Trust Brand towards Customer Loyalty*

Independence Variable	Dependent Variable	thitung	ttable	sig	Notes
Quality of Service (X)	Customer Loyalty (Y)	10,906	1,98045	0,000	Accepted
Brand Trust (Z)		15,926	1,98045	0,000	Accepted

Based on the above provisions produce two conclusions. That is, tcount on the brand trust in the table 4.16 of 10,906 with a ttable of 1,98045. This shows that tcount is greater than ttable. While the significance value is 0.000. So that sig (0.000) is smaller than alpha 5% (0.05). And the result show that the second hypothesis is accepted, And the value of tcount for service quality is 15.926 and ttable is 1.98045, where the value of tcount is greater than ttable. While the significance value is 0.000, which means the value is smaller than alpha 0.05. So it is concluded that the increasing quality of service will increase customer loyalty. so that the third hypothesis is accepted.

The mediation test used a mediation variable regression analysis test with Sobel test. This test was conducted to explain the indirect effect of service quality on customer loyalty through brand trust. Sobel test calculation is done using the formula $p\text{-value} = ab / \sqrt{b^2 \cdot S_a^2 + a^2 \cdot S_b^2}$. If using interactive calculations through the calculation program for the Sobel test (Suliyani, 2010) then this is done by entering the value of each regression coefficient and standard error.



a = Unstandardized Coefficients X-Z

b = Unstandardized Coefficients Z-Y

Sa = Standard error X-Z

Sb = Standard error Z-Y.

Input:	Test statistic:	Std. Error:	p-value:
a 0.141	Sobel test: 3.41128471	0.01488002	0.00064658
b 0.360	Aroian test: 3.40468419	0.01490887	0.00066241
sa 0.009	Goodman test: 3.41792377	0.01485112	0.00063101
sb 0.103	Reset all	Calculate	

Figure 1. Results of Mediation Variable Regression Analysis

The value in Figure 1 is entered into the calculation for the sobel test to find out the p-value. So that the value is obtained in Figure 2

After entering the result value from the regression analysis with mediation into the Sobel calculation, we can find out the p-value and standard error. The Sobel test in Figure.2, showing that the statistical value is 3.41128471 with a standard error of 0.01488002, resulting in a p-value of 0.00064658. P-value has a value less than 0.05. This indicates a mediating effect of brand trust. So we can see that brand trust mediates the effect of service quality on customer loyalty.

5. DISCUSSION

5.1 The Influence of Service Quality on Brand Trust

The completeness of the company's facilities will stimulate customers to believe in the company. This indicates that, if Go-Jek provides good facilities to its customers, such as the provision of proper helmets, proper and comfortable Go-Jek driver's motorbikes, as well as the Go-Jek application that is easy to use by customers, it will make customers believe in Go. -jack. In addition, security in terms of completeness of driving legal documents, such as vehicle registration and driver's license, will make customers feel safe being served by competent drivers. Trust is one result of the interaction process that exists in a relationship. The polite attitude shown by Go-jek drivers through interactions that are not excessive when serving their customers, will affect the customer's comfort towards Go-Jek.

Likewise, the decision of the Go-Jek driver to cancel the customer's order, will surely make the customer disappointed and will lower their trust in Go-Jek. On the other hand, the empathy provided by the Go-Jek company through a fast response will definitely have implications for how customers trust Go-Jek.

From the various descriptions and explanations above, it can be indicated that the quality of Go-jek's services will affect how customers trust Go-Jek.

5.2 The influence of brand trust on customer loyalty

Customers who are loyal to a company are based on a sense of trust that the company can fulfill their needs and desires. So that the fulfillment of needs and desires that are successfully provided by the company will make customers no longer need to look for other companies. Go-jek as one of the online transportation companies in Indonesia, if it is able to provide transportation services as needed and expected by customers will make customers no longer influenced to use the services of other similar companies.

The amount of information amid the current digitalization of media, will make various information enter and be easily accepted by the public as customers. Go-Jek, as a large company in Indonesia, has also been under attack through various news reports. However, if Go-Jek has been able to attract the hearts of its customers to put their trust in Go-Jek, the existence of various negative issues regarding Go-Jek will not make customers leave Go-Jek as a form of customer loyalty. In fact, the relationship between the company and the customer is no longer a vertical relationship, but a horizontal relationship as a partnership. So that currently many customers can actually help companies indirectly to dispel these negative issues through positive reviews on their social media accounts.

From the various descriptions and explanations above, it can be indicated that brand trust will affect Go-jek customer loyalty.

5.3 The Influence of Service Quality on Customer Loyalty

The company's ability to serve the company based on its function will encourage the emergence of stimuli that affect customers to be loyal to the company.

Physical evidence of the company is the easiest thing for customers to identify to get basic information about the company. Companies that have the ability to show attractive physical evidence will make customers easily create a positive perception as a form of information obtained. If this information is in based on customer expectations, then the information will be shared with others. This shows that if Go-Jek can represent good quality on the company's physical evidence, such as the condition of the Go-Jek driver's motorbike, the condition of the helmet provided, or the ease with which the Go-Jek application can be used, it will be stimulated to spread positive information to those around him.

Companies with good capabilities and can demonstrate quality in serving their customers will add to the customer's good experience in interacting with the company. Likewise with Gojek. The polite attitude shown by the Go-Jek driver, Go-Jek's responsiveness in serving its customers, as well as how Go-Jek can make its customers comfortable, will stimulate customers to have a good reception about the company. Good experience and perception of the company's service quality will directly make customers use Go-Jek again and not be interested in using services offered by similar companies. Even customers will share their experiences with others, and will invite others to use Go-Jek

5.4 The Influence of Service Quality on Customer Loyalty with Brand Trust as a Mediation Variable.

Service quality is something that is received by customers as a result of interactions with the company and its customers. Likewise with Go-Jek. The facilities provided by Go-Jek such as decent helmets and motorbikes as well as the easy-to-use Go-Jek application are part of the services that Go-Jek provides to its customers.

In addition, the company's attitude to its customers is also part of the company's services. Such as Go-jek's speed in responding to its customers, Go-Jek's never canceling customer orders, as well as the compatibility of tariffs between applications and direct payments made during transactions. If Go-Jek can provide quality services in accordance with the wishes and needs of its customers, there will be a willingness of customers to rely on Go-Jek. Likewise, if Go-Jek can maintain to be able to provide a good experience like this to customers, customers will no longer look for other similar companies to fulfill their wants and needs. Customers will continue to use Go-Jek regularly. Even this good interaction experience will stimulate customers to share with the people around them.

The results of this analysis and discussion indicate that service quality has no direct effect after including the brand trust variable. So to reach the loyal stage, customers need to believe in the company.

5.5 There is no significant difference between government aided and private secondary school students in their critical thinking and academic achievement in science.

5.6 There is no significant difference between joint and nuclear family secondary school students in their critical thinking and academic achievement in science.

5.7 There is no significant relationship between critical thinking and academic achievement in science of secondary school students.

6. CONCLUSION

Based on the result and discussion, it can be conclude of this research follow:

1. Service quality has a positive & significant effect on Go-Jek brand trust. That is show that the company's ability to serve its customers will be a reflection of customers to give Go-Jek a sense of trust.

2. Brand trust has a positive & significant effect on customer loyalty. If Go-Jek can provide the needs and desires customers, it will stimulate customers to be loyal to Go-Jek.

3. Service quality has a positive significant effect on customer loyalty. All of Go-Jek's capabilities in serving its customers in various forms of interaction, both direct and indirect, will encourage customers to be loyal to Go-Jek

4. Service quality affects customer loyalty through brand trust as a mediating variable. This indicates that good service quality can increase Go-Jek brand trust and this will have implications for increasing customer loyalty to Go-Jek as well.

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