

Analysis of Grab Transportation Services in Ciamis Regency, West Java, Indonesia

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Abstract

Problems with customer satisfaction at PT. Grab Indonesia in Ciamis Regency, where certain customers are still dissatisfied with the services offered, served as the inspiration for this study. This may be affected by how well PT Grab Indonesia's drivers perform in the Ciamis Regency region. An estimated t value of 12.965 and a significance value of 0.0000.05 indicated that Tangible (Physical Evidence) has a substantial impact on customer satisfaction. With a t count of 1.101 and a significance value of 0.274>0.05, reliability does not significantly influence customer happiness. With a t count of 2.677 and a significance value of 0.0090.05, responsiveness has a favorable and substantial impact on consumer power. *With a t count of -3.293 and a significance value of 0.001 to 0.05, assurance has a favorable and substantial impact on organizational commitment. With a t count of 4.668 and a significance value of 0.0000.05, Emphaty has a favorable and significant impact on customer satisfaction.* As can be observed from the significant value of 0.00 0.05 and the computed F value of 66.765, which is higher than the F table, Service Quality characteristics such as tangible, reliability, responsiveness, assurance, and empathy jointly affect Customer Satisfaction. The tangible variable, or physical evidence, has the largest beta of all the variables, making it the variable that is most dominant when compared to other variables. The effect of service quality characteristics on customer satisfaction was found to be 78% Rsquare in this study, while the remaining 22% was influenced by other variables that were not examined.

Keywords: Service Quality Physical evidence, Reliability, Responsiveness, Assurance, and Attention), Customer Satisfaction

Abstrak

Permasalahan kepuasan pelanggan di PT. Grab Indonesia di Kabupaten Ciamis, dimana pelanggan tertentu masih merasa tidak puas dengan layanan yang ditawarkan menjadi inspirasi penelitian ini. Hal ini mungkin dipengaruhi oleh seberapa baik kinerja para pengemudi PT Grab Indonesia di wilayah Kabupaten Ciamis. Estimasi nilai t sebesar 12,965 dan nilai signifikansi sebesar 0,0000,05 menunjukkan bahwa Tangible (Bukti Fisik) memiliki pengaruh yang besar terhadap kepuasan pelanggan. Dengan t hitung 1,101 dan nilai signifikansi 0,274>0,05, reliabilitas tidak berpengaruh signifikan terhadap kebahagiaan pelanggan. Dengan thitung sebesar 2,677 dan nilai signifikansi sebesar 0,0090,05, daya tanggap memiliki pengaruh yang menguntungkan dan substansial terhadap kekuatan konsumen. Dengan t hitung sebesar -3,293 dan nilai signifikansi 0,001 hingga 0,05, assurance memiliki pengaruh yang menguntungkan dan substansial terhadap komitmen organisasional. Dengan t hitung sebesar 4,668 dan nilai signifikansi 0,0000,05 maka Emphaty berpengaruh baik dan signifikan terhadap kepuasan pelanggan. Dapat dilihat dari nilai signifikansi 0,00 0,05 dan nilai F hitung 66,765 yang lebih besar dari F tabel, karakteristik Service Quality seperti tangible, reliability, responsiveness, assurance, dan emphaty secara bersama-sama mempengaruhi Customer Satisfaction. Variabel berwujud, atau bukti fisik, memiliki beta terbesar dari semua

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variabel, menjadikannya variabel yang paling dominan jika dibandingkan dengan variabel lainnya. Pengaruh karakteristik kualitas pelayanan terhadap kepuasan pelanggan ditemukan sebesar 78% R^2 dalam penelitian ini, sedangkan sisanya sebesar 22% dipengaruhi oleh variabel lain yang tidak diteliti.

Kata Kunci : Kualitas Pelayanan Bukti fisik, Kehandalan, Daya Tanggap, Jaminan, dan Perhatian), Kepuasan Pelanggan

INTRODUCTION

Technology is developing rapidly among millennials (Bannon et al., 2011). Not only in society but in the fields of education, the economy as well as socio-cultural changes and developments in technology, information, and communication facilities which are increasingly progressing and facilitating in assisting all human activities (Morales-Gómez & Melesse, 1998). The presence of technology in the current era is widely used by large companies in facilitating their work (Vahdat, 2022). No less competitive with today's transportation companies using technology through smartphone applications based on Windows or iOS operations, this is one of the transportation company's strategies in competition in this modern era. So that this is one of the impacts that provides a very significant change for society, especially in the service sector in Indonesia, namely in the transportation services sector.

Expressions of feelings of pleasure and disappointment when compared with performance and expectations are commonly referred to as customer satisfaction (Kotler & Keller, 2009). Good service provides satisfaction for its customers, even customers are loyal to the company. In this way, customer loyalty is very influential for the company in the future because customers who are loyal to the product/service will make repeated purchases. Kotler and Armstrong (Kotler et al., 2012) stated that a service, either a service or a product, that fulfills customer satisfaction by having its characteristics is called Service Quality. Quality service has a role in the formation of satisfaction. The higher the quality of the service provided, the higher the satisfaction obtained. Of course, if the satisfaction obtained is high, it will be more profitable for a company.

To measure service quality, namely by assessing how much quality is provided by looking at several dimensions such as reliability, physical evidence, guarantees, attention, and responsiveness or service quality/SERVQUAL Tjiptono (2022) including:

1. This physical evidence (tangibles) relates to physical appearances, such as equipment or vehicle attributes, physical facilities, communication facilities, and so on.
2. This reliability is closely related to the company's ability to provide the promised service accurately so that the benefits can be felt immediately.
3. Responsiveness is the ability of service providers to help customers and respond to their requests quickly.
4. This assurance (assurance) is related to the knowledge of courtesy of employees as well as the ability to develop a feeling of trust and confidence in customers.
5. Attention (Empathy) Companies that understand the problems of customers and act in the interests of and give attention to customers impersonally.

The Grab industry is online-based transportation that competes with other industries such as its competitors, namely Gojek, okejack, etc. According to Terengganu & Suprihadi (2020) due to business competition, the grab industry is demanding the best strategy to keep its customers from shifting to competing industries. With the increasing use of online transportation from year to year, there are several

reasons for customers to choose or use online transportation based on four categories, namely cheap, safe, fast, and convenient. Based on the results of a questionnaire from 16 respondents, the Grab user community in the Ciamis Regency area is stated as follows:

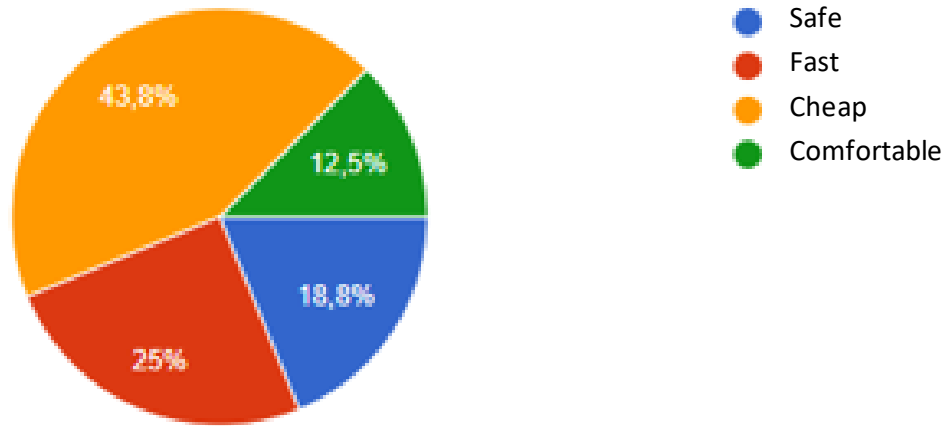


Figure 1. Diagram of why customers choose Grab

Based on Figure 1, the price aspect is the highest consideration for most consumers. Consumers think that grab rates are cheaper compared to conventional transportation capital rates. The second highest reason why consumers use Grab is because it is fast, this speed is one of the strong reasons and is more directed to their destination on time and ease of accessing transportation. On the other hand, the customer security category is more stretched because customers prefer to use transportation at low prices compared to comfort and safety.

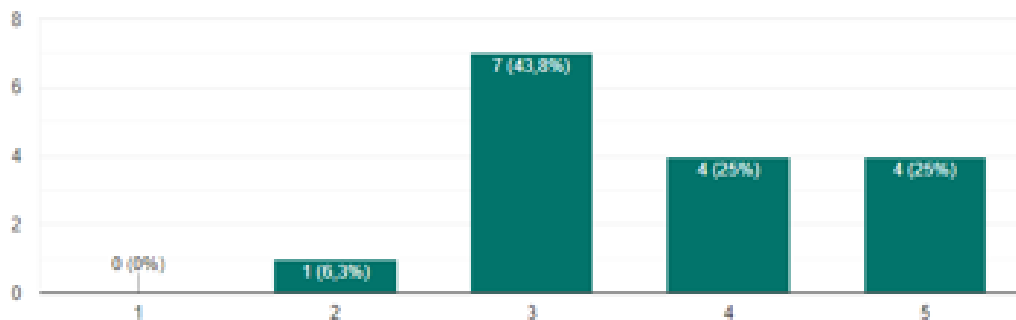


Figure 2: Percentage of customer satisfaction

It can be seen from Figure 2 above that the percentage of positive customer satisfaction is good getting almost 25% in a high-value position rated five stars. The highest customer satisfaction position is in the third star position with a presentation result of 43.8%, it can be concluded that customers feel less satisfied because there are several services and features, both from the application and the grab driver itself. The services that trigger unsatisfactory customer service based on the questionnaire statements that the researcher obtained, namely the time service, both pick-up and order and lack of knowledge about the intended location.

The researcher concluded that based on the results of previous research (Maulida et al., 2023; Nurhasinta, 2021; Saputro et al., 2023), there were still many shortcomings in the Grab Company in Ciamis Regency in serving customers so some Grab users expressed dissatisfaction. Of course, every company,

including Grab company, has contributed to good service with innovations to make it easier for online transportation users to do their activities. For this reason, the researchers concluded that quality service greatly affects the satisfaction of customer expectations.

RESEARCH METHOD

This research uses a quantitative research method (Sugiyono, 2015). The choice of this method was used because researchers carried out several hypotheses on Grab services in Ciamis aiming to see what variables influence customer satisfaction. The data collection carried out was taken using Observation, Documentation, Literature Study, and Questionnaire methods. The data obtained were analyzed quantitatively through several tests, namely Descriptive Tests, Data Quality Tests, Classical Assumptions Analysis, and Hypothesis Tests. The sample taken in this study amounted to 100 based on the theory in the Wibisono formula in Riduwan and Kuncoro (2013) states that there is a formula that can be used if the sampling technique is from an unknown population.

$$N = \left(\frac{\left(\frac{Z\alpha}{2} \right) \cdot \sigma}{e} \right)^2$$
$$N = \left(\frac{(1,96) \cdot 0,25}{5\%} \right)^2$$

$$N = 96.04 \text{ rounded up to } 100$$

Description:

1. N = Number of samples
2. $Z_{\alpha/2}$ = table value Z (table normal value with 95% confidence level)
3. A = standard deviation of the population (0.25%=predetermined)
4. e = error rate is sample error 5%
5. Then the sample that is used in this study is 100 respondents.

Hypothesis

Sugiyono (2019) states that a temporary answer or conjecture stated in the formulation of a research problem with a statement in a sentence is called a hypothesis. It is said that it is only temporary because the answers given must be based on existing theory and are not fully relevant in nature. Based on the framework that has been made, it can be formulated as follows:

1. Hypothesis 1: It is suspected that service quality variables including Tangible (Physical Evidence), Reliability (Reliability), Responsiveness (Responsiveness), Assurance (Assurance), and Emphaty (Care) partially affect Customer Satisfaction in the Grab transportation service business in the Ciamis Regency area.
2. Hypothesis 2: It is suspected that the service quality variables which include Tangible (Physical Evidence), Reliability (Reliability), Responsiveness (Responsive Power), Assurance (Assurance), and Emphaty (Care) simultaneously affect Customer Satisfaction in the Grab transportation service business in the Regency area.
3. Hypothesis 3: It is suspected that the Tangible variable/physical evidence has a dominant influence on Customer Satisfaction in the Grab transportation service business in the Ciamis Regency area.

RESULTS AND DISCUSSION

This study seeks to quantify the impact of service quality (tangible, unreliability, responsiveness, assurance, and empathy) on client satisfaction in the Ciamis Regency area's Grab transportation service industry (Edwards, 1980). So this research was obtained from the results of a questionnaire that was distributed to respondents who had used Grab and especially the people of Ciamis Regency and collected again. Researchers conducted tests in analyzing data using the SPSS version 25 program.

The Effect of Tangible (Physical Evidence) on Customer Satisfaction

The findings indicated that tangible factors had a substantial impact on consumer satisfaction in the Grab transportation service industry. The findings of statistical tests, namely the t-test with a calculated t-value of 12.965 and a significance of 0.000, which is less than 0.05 (0.0000.05), serve as support for this. It has a positive regression coefficient value of 0.766 in this study. The study concludes that the tangible variable, or in other words, H_0 is accepted, partially has a substantial effect on consumer happiness.

The Grab user community in Ciamis Regency assesses the physical evidence that Grab Ciamis affects user satisfaction. Customers or users may pay attention to the physical motorbike or type of motorbike, the vehicle's attributes, and the phone holder from the Grab application itself.

The results of this study are following previous research by Risa Happyria (2018) entitled The Effect of Service Quality on Gojek Customer Satisfaction (Study Case Study of Social Sciences Students UIN Sunan Gunung Djati Bandung Period 2017-2018) and journal from Yan Arby Sutisna (2019) entitled The Effect of Service Quality and Product Quality on Consumer Satisfaction at PT. Kopi Malabar Indonesia. Where the results of the study show that tangible influence has a significant effect on customer satisfaction.

The Effect of Reliability on Customer Satisfaction

The findings indicated that in the Grab transportation service industry, there was no significant relationship between reliability characteristics and customer satisfaction. The findings of statistical tests, namely the t-test with a calculated t value of 1.101 and a significance of 0.274 that is greater than 0.05 (0.274 0.05), provide support for this. Its positive regression coefficient value in this study is 0.062. The researcher concludes that the dependability variable only slightly affects customer satisfaction and is therefore discarded.

The Grab user community in Ciamis Regency assesses the reliability provided by drivers does not affect customer satisfaction. Evidence that reliability does not provide timely transportation services, there is no consistency in providing services and there is no other reliability that can improve services that will affect customer satisfaction.

The results in this study are under previous research, namely by Mr. Safie Saleh (2016) with the title The Influence of Service Quality on Customer Satisfaction PT. Primajasa Bus (Case Study on Bandung City Bus Customers to Soekarno Hatta Airport, Jakarta). Where the research results show that the effect of reliability does not significantly influence customer satisfaction.

The Effect of Responsiveness on Customer Satisfaction

The findings indicated that responsiveness variables had a substantial impact on customer satisfaction in the Grab transportation service industry. The outcomes of statistical tests, specifically the t-test, which had a calculated t-value of 2.677 and a significance level of 0.009 (0.009 > 0.05) provide proof of this. It had a positive regression coefficient value of 0.234 in this study. The researcher concludes that the

responsiveness variable partially affects customer satisfaction substantially, or in other words, H_0 is rejected.

The Grab user community in Ciamis Regency assesses the responsiveness provided by drivers affecting customer satisfaction. Evidence that this responsiveness lies in the willingness to help and the speed in responding to customer complaints and the speed in responding to pick-up and ordering.

The results in this study are following previous research, namely by Mr. Safie Saleh (2016) with the title Effect of Service Quality on Customer Satisfaction PT. Bus Primajasa (Case Study on Bandung City Bus Customers to Soekarno Hatta Airport, Jakarta) and Risa Happyrilia (2018) entitled The Effect of Service Quality on Gojek Customer Satisfaction (Case Study on FISIP Students at UIN Sunan Gunung Djati Bandung Period 2017-2018). Where the results of the study show that the effect of responsiveness does not significantly influence customer satisfaction.

Effect of Assurance (Guarantee) on Customer Satisfaction

The findings indicated that in the Grab transportation service industry, there was no significant relationship between assurance characteristics and client happiness. The outcomes of statistical tests, namely the t-test with a calculated t value of -3.293 and a significance of 0.001 that is less than 0.05 (0.001 < 0.05), provide support for this. Its negative regression coefficient value in this study is -0.267. In other words, H_0 is rejected since the researcher's findings show that the assurance variable only partially significantly affects customer pleasure.

Guarantees, which are a measure of customer satisfaction with Grab services, have an impact on customer satisfaction. The Grab company has provided guarantees in dealing with the risk of accidents for Grab customers and drivers have guaranteed the safety of passengers and goods sent to their destinations safely.

The results in this study are under previous research by Tri Ulfa Wardani (2017) entitled The Influence of Service Quality on Consumer Satisfaction in the Gojek Transportation Service Business (Case Study of FEBI Students at UIN North Sumatra), as well as the Journal of Mr. Safie Saleh (2016) which entitled The Effect of Service Quality on PT. Bus Primajasa Customer Satisfaction (Case Study on Bus Customers Destination Bandung City to Soekarno-Hatta Airport, Jakarta) and the journal from Risa Happyrilia (2018) entitled Effect of Service Quality on Gojek Customer Satisfaction (Case Study on FISIP students at UIN Sunan Gunung Djati Bandung Period 2017-2018). Where the research results show that the effect of assurance does not significantly influence customer satisfaction.

The Effect of Empathy on Customer Satisfaction

The study's findings indicate that empathy characteristics have a major impact on client satisfaction in the Grab transportation service industry. The outcomes of statistical tests, namely the t-test with a calculated t-value of 4.668 and a significance of 0.000 which is less than 0.05 (0.000 < 0.05), provide support for this. It had a positive regression coefficient value of 0.273 in this study. The researcher concludes that the empathy variable partially influences consumer satisfaction significantly, or in other words, H_0 is accepted.

This empathy occurs when customer satisfaction is usually a driver who responds in communicating well, the application is easy to use and gives personal attention to customers, which means that where there is customer service and it is easy to contact and understand the customer.

The results in this study are following previous research by Soromi et al (2019) entitled Effects of Service Quality on Customer Satisfaction of Online Transportation (Grab Indonesia Study) in Makassar and

Mr. Safie Saleh (2016) entitled *Effect of Service Quality on Customer Satisfaction PT. Bus Primajasa (Case Study on Bus Customers Destination Bandung City to Soekarno-Hatta Airport, Jakarta)*. Where the research results show that the influence of empathy has a significant effect on customer satisfaction.

The Effect of Tangible, Reliability, Responsiveness, Assurance, and Empathy on Customer Satisfaction in the Grab Transportation Service Business in the Ciamis Regency Area.

According to the findings of this study, there is a real relationship between customer satisfaction and dependability, responsiveness, assurance, and empathy, as indicated by the estimated F value of 66.765 and a significant value of 0.000. This study proved the hypothesis of six variables with a significance level of less than 0.05, concluding that "there is a significant influence on service quality (tangible, reliability, responsiveness, assurance, and empathy on customer satisfaction)." According to the R² determination test results, which showed a value of 0.780, the influence of tangible, reliable, responsiveness, assurance, and empathy variables on customer satisfaction is 78%, with the other factors not examined in this study accounting for the remaining factors.

CONCLUSION

Customer satisfaction is significantly impacted by service quality. This is demonstrated by the calculation test for customer satisfaction-improving tangible, responsiveness, assurance, and empathy aspects. However, for service quality, the reliability dimension does not have a partial effect on customer satisfaction. This shows that the quality of services provided is low, the satisfaction obtained is low and if the quality of services provided is high, the satisfaction obtained will be high. The magnitude of the influence of service quality through the five dimensions, both tangible, reliability, responsiveness, assurance, and empathy, is 78%. This is evidenced by the results of the Fcount value which is greater than Ftable and the high coefficient of determination, which means that the percentage contribution of physical evidence, reliability, responsiveness, assurance, and empathy can explain the dependent variable, namely customer satisfaction, and the remaining 22% is influenced by the variable others that were not examined by the researcher. Based on the results of multiple regression, it is known that the variable that has the most dominant influence is tangible or physical evidence. The researcher proves that the results of the data obtained the further the Beta is away from zero (0), the more dominant it is. Where the results obtained by tangible have a Beta value that is away from zero (0), which is equal to 0.766 from other variables. The researcher concludes that tangible or physical evidence has a dominant influence on customer satisfaction in the Grab transportation service business in the Ciamis Regency area.

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