# THE INFLUENCE OF TRUST AND SATISFACTION ON CUSTOMER LOYALTY FOR GOJEK ONLINE TRANSPORTATION APPLICATIONS IN GORONTALO CITY

Meylan Harun[1*], Hapsawati Taan[2], Ramlan Amir Isa[3]
Universita Negeri Gorontalo, Indonesia.
*Corresponding Author Email : Meylanharun05@mail.com*

## Abstract

*This study aims to find out how much trust affects customer loyalty to the Gojek online transportation app in Gorontalo City, how much satisfaction affects customer loyalty to the Gojek online transportation app in Gorontalo City and how much trust and satisfaction affect customer loyalty to the Gojek online transportation app in Gorontalo City.This study's population has not been identified.100 respondents can be sampled using the non-probability sampling method.A multiple linear regression analysis test is used in this study. According to the findings of the study, trust has a positive and significant impact on Gojek online transportation application customers' loyalty in Gorontalo City, satisfaction has a positive and significant impact on Gojek online transportation application customers in Gorontalo City, and both trust and satisfaction have a significant impact on Gojek online transportation application customers' loyalty in Gorontalo City simultaneously.*

**Keywords**: *Trust , Customer Satisfaction and Loyalty*

## Introduction

Online transportation is a trust-based service, so the issue of customer trust is critical to the success of the company. Retaining current clients is one of the important things a company must do to survive and thrive.

People prefer online ojek services because it is quite simple and fast. With a single click, they can order various transportation models, both motorcycles and cars, complete with driver's personal data, vehicle number, and phone number. In addition, people only need to install the application provided by the online ojek company. After selecting the available menu, we can see online ojek around where we are, and we can immediately position it with the nearest one to pick us up quickly. After that, just enter the address where we want to go, and the price the customer has to pay will immediately appear based on the number of kilometers traveled. This online ojek can also be used to buy food or pick up our luggage elsewhere.
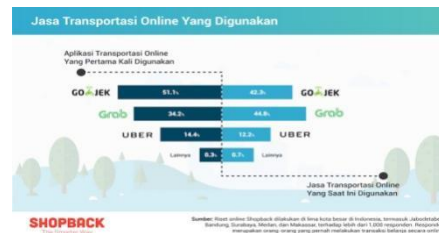
Source: Shopback Online Research 2022

Figure 1 Online transportation user data

Go-Jek, Uber, and Grab are the three major ride-hailing service providers in Indonesia. In 2015, the first appearance of the Go-Jek app marked the beginning of the rise of Indonesia's online transportation service used by more than half of the respondents (51.1%), followed by Grab (34.2%) and Uber (14.4%). The increasing number of smartphone users and internet users in Indonesia is also inseparable from the development of online ojek applications.(Arini, 2022)

Nadiem Karim and Michaelangelo Moran founded PT Go-Jek Indonesia in 2011. The organization takes part in transportation administration as a delegate that connects taxi drivers with clients. The company released Go-Jek mobile location-based application in January 2015 for Android and iOS smartphones. Customers can monitor the position of ojek drivers who respond to orders through this application. The ojek driver can view incoming orders and the location of the order to be responded to. Jabodetabek, Bali, Bandung, Surabaya, Makassar, Medan, Palembang, Semarang, Solo, Malang, Yogyakarta, Balikpapan, Manado, Bandar Lampung, Padang, Pekanbaru, Batam, and Gorontalo are some of the major cities in Indonesia served by GO-JEK. On the Android operating system, the GOJEK app has been downloaded nearly 10 million times on Google Play as of June 2016.

PT Go-Jek offers a number of features and services, including Go-Send which is used for transportation of goods, and Go-Ride which is used for motorcycle transportation of passengers.Go-Car (transportation by car), Go-Auto (mechanic), Go-Med (purchase of medicines), Go-Pulsa (electronic pulse credit), Go-Shop (shopping for goods), Go-Clean (house cleaning), Go-Glam (beauty), Go- Massage (massage), and Go-Tix (ticket booking).

In Gorontalo Go-Jek began operating in early May 2018 and also collaborated with three-wheeled motorized rickshaw drivers, aka bentor, so that the Gorontalo community could already enjoy various Go-Jek application services. Increasingly fierce competition and the development of customer expectations encourage companies to focus more on efforts to retain existing customers. (Gojek, 2018)

To influence customer loyalty, businesses must have an effective and appropriate marketing strategy. The trust given, the level of customer satisfaction, and customer perceptions of company value are factors that influence customer loyalty in terms of transportation services.

According to Skiska & Musthofa (2017), customer loyalty is when consumers have a positive attitude towards a brand, are committed to the brand, and intend to continue purchasing from the brand in the future. Businesses will benefit from having loyal clients who automatically seek out products or services if they match them perfectly in terms of price and quality.

Loyalty among customers is a measure of how much a customer cares about a product or service. A review of whether a customer may switch to another product is possible with this measure. Customer loyalty is of two types-attitudinal loyalty and behavioral loyalty-based on the relationship between trust and satisfaction. loyalty Building trust is one way to build customer loyalty. Relationships with customers are based on trust, which means customers will be more loyal to the product or service. A person's belief is a descriptive thought about something. People in Gorontalo currently prefer to use Go-Jek as an online motorcycle taxi because they believe online motorcycle taxis are more practical, users order directly via the internet, and Gorontalo residents who are in housing complexes can more practically travel without having to walk to the side of the road.(Setiawan, 2014).

Marketers are interested in the beliefs that people form about certain products and services because these beliefs build product and brand images that influence purchasing behavior. Nearest road. Customers can only use the app to monitor the driver's position in real time by ordering and entering the GPS coordinates of the house. Within minutes, the driver and partner will arrive at the customer's home. In addition, the app system offers a low flat rate, guaranteeing the driver-partner will always receive the same rate each time. Discount rate promotions offered by app providers will always attract users, of course lowering their daily costs. Customers do not have to worry about security issues or potential losses as the app displays the driver-partner's full identity, including face, vehicle type, and vehicle license plate, as well as the driver's position, which is always monitored by the app's servers.

Therefore, in order to obtain a state in the current market, advertisers should aim at putting and maintaining confidence in the customer's connection, implying that the more confidence in the item/benefit, the more customer steadfastness.

Customer satisfaction can have an impact on customer loyalty in addition to customer trust. Customers can become more satisfied with a business as a result of previous interactions that elicit favorable responses from them. After using or experiencing the product or service offered, customer satisfaction will increase. affect the customer's next attitude, resulting in repeated use of the service. (Suparmi & Handhoko, 2018)

Based on previous research (Supertini et al., 2020), Customer Loyalty at Pusaka Kebaya Singaraja and the Effect of Customer Satisfaction and Customer Loyalty Trust at Pusaka Kebaya Singaraja, trust and customer satisfaction have a significant positive effect on customer loyalty. Customer trust has a significant positive effect on Pusaka Kebaya Singaraja customer loyalty, and customer satisfaction has a significant positive effect on Pusaka Kebaya Singaraja customer loyalty. The difference in this study is that the variables used are different. The previous study used 3 variables, while this study used 2 variables. Object, method of analysis,

Researchers are interested in conducting research with the title "The Effect of Trust and Satisfaction on Customer Loyalty of Gojek Online Transportation Applications in Gorontalo City" by considering previous problems.

**Method**

Primary data is the type of data used in this study. Primary data is information provided to researchers or data collectors directly from the source. Responses to questionnaires distributed to Go-Jek application users in Gorontalo city are used as primary data. data source for this study. According to Sugiono (2018), a questionnaire is a data collection method in which respondents are given a series of questions or written statements to answer.

Because the research data is presented in the form of numbers and statistics used in the analysis, this method is referred to as quantitative method. In this study, researchers used descriptive quantitative methods. In analyzing data, quantitative descriptive methods describe or describe the data as collected without intending to draw generalizations or draw conclusions that apply generally. The research method is field research, or survey research, in which respondents are given a questionnaire with questions to answer as a research instrument.

There are two kinds of factors used in this review, namely independent factors and dependent variables. Customer loyalty (Y) is the dependent variable of the study, and trust and satisfaction (X) are the independent variables of the study.

**Result**

**Research Findings**

First, Validity Test

The research questionnaire must pass the validity test to determine whether Pearson analysis can produce valid data. The Pearson correlation value, which has a limit of 0.3, serves as the basis for deciding whether the questionnaire is valid; if the value is greater than 0.3, the questionnaire is considered valid.

Customer Loyalty (Y) is declared valid on the Trust and Satisfaction (X) variable if the Pearson correlation value is greater than 0.3, indicating that the questionnaire used in this study is valid.

Second, Reliability Test

The purpose of the reliability test is to determine whether the questionnaire is consistent when used for several measurements. According to Wiratna Sujerweni (2014), the Cronbach alpha reliability test is based on the claim that the questionnaire is reliable if the Cronbach alpha value is greater than 0.6. The reliability test results for each research variable are described in the following section.

Table 1.
Cronbach's Alpha Value X1, X2 And Y Variables

| Variabel | Cronbach Alpha | Cut Off | Jumlah Pernyataan | Keterangan |
|---|---|---|---|---|
| Kepercayaan | 0.774 | 0.6 | 8 | Reliabel |
| Kepuasan | 0.918 | 0.6 | 6 | Reliabel |
| Loyalitas Pelanggan | 0.818 | 0.6 | 6 | Reliabel |

Source: SPSS 20 data processing output (2022)

The Cronbach alpha value for trust is 0.774, satisfaction is 0.918, and customer loyalty is 0.818, as shown in the table above. This shows that each item of the research variable statement is considered reliable. Since the Cronbach alpha value is greater than 0.6, this means the case. Third, the Classical Assumption Test

**Normality Test**

The purpose of the normality test is to determine whether the data is normally distributed. The recurrence model should be good with that assumption usually outstanding. The data normality tests on the Kolmogorov-Smirnov Test and P-Plot techniques were used on the variables that were subjected to the normality test in this study. The graph below displays the test results showing the normality of the data:

Probability plot
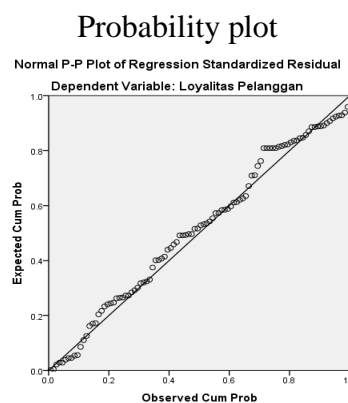


Source: SPSS 20 data processing output (2022)

Figure 2

All points (data) used follow the diagonal regression line, as shown in the graph.

**Multicollinearity Test**

Multicollinearity test means testing whether there is a relationship between the independent factors in the relapse model. According to Naufal (2020), a good regression model is a model that does not deviate from the traditional assumption of multicollinearity, which states that there is a linear relationship between independent variables. Variance Inflation Factor (VIF) can be used to test for multicollinearity. Assuming a resistance value > 0.1 or a VIF value < 10, it tends to be considered that there is no multicollinearity between the independent variables. autonomous factor. Using SPSS 22 statistics, multicollinearity was tested in this study.

Table 2. Multicollinearity Testing

| Model | Collincarity Statistics | | HASIL |
|---|---|---|---|
| | Tolerance | VIF | |
| Kepercayaan | 0,947 | 1,056 | Tidak terdapat multikolinearitas |
| Kepuasan | 0,947 | 1,056 | Tidak terdapat multikolinearitas |

Source: processed data output SPSS 20 (2022)

VIF is less than 10, and the tolerance value of the two independent variables is greater than 0.1, as shown in the table above. It can be concluded that the independent variables of this study do not show signs of multicollinearity.
Fourth, Hypothesis Test

**Partial Test (t test)**
The purpose of testing the t-test hypothesis is to see the partial effect of the independent variable (Customer Loyalty) on the dependent variable (Trust and Satisfaction). Testing the t value of the coefficient table and t column is the test method. The following table displays the results of this SPSS Statistic 22 test:

Table 3. Partial Test Results (t-test)

**Coefficients<sup>a</sup>**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 17.300 | 3.933 | | 4.398 | .000 |
| | KEPERCAYAAN(X1) | .416 | .198 | .116 | 3.162 | .001 |
| | KEPUASAN (X2) | .573 | .218 | .335 | 3.320 | .001 |

a. Dependent Variable: LOYALITAS PELANGGAN (Y)

Source: SPSS 22 Data Processing Output

The observation data of this study consists of 100 respondents, with a df value of n-k-1 = 100-2-1 = 97 and a significance level of 5%; the t-table value is 1.984 (at the 5% level of the 2-party test because it is adjusted to the hypothesis being built).
The Trust variable has a t-count value of 3.162 determined by the analysis. The t-count value obtained is greater than the t-table value when compared to the t-table value of 1.9847. Meanwhile, Trust has a significance value greater than 0.05 (0.022> 0.5). This shows that Ho is rejected while Ha is accepted. Therefore, it can be concluded that the trust variable has a positive and significant effect on customer loyalty at the 95 percent confidence level (0.05).
The t-count value for the satisfaction variable is 3.320, as determined by the analysis. The t-count value obtained is greater than the t-table value when compared to the t-table value of 1.9847. Meanwhile, satisfaction has a significance value of less than 0.05 (0.001> 0.5). This shows that Ho is rejected while Ha is accepted. Therefore, it can be concluded that the satisfaction variable has a positive and significant effect on customer loyalty at the 95% level (0.05).

**Simultaneous Test (F-test)**
The purpose of this test is to determine how the independent variables affect the dependent variable together. The following are the results (simultaneous) regression model testing the effect of trust and satisfaction on the dependent variable, customer loyalty on the Gojek online transportation application in Gorontalo City:

Table 4. Simultaneous Test (F-test)

| ANOVAª | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 1115,257 | 2 | 157,628 | 32,946 | .000ᵇ |
| | Residual | 1897,493 | 97 | 19,562 | | |
| | Total | 2012,750 | 99 | | | |
| a. Dependent Variable: LOYALITAS PELANGGAN (Y) | | | | | | |
| b. Predictors: (Constant), KEPUASAN (X2), KEPERCAYAAN(X1) | | | | | | |

Source: SPSS 22 Data Processing Output

The F-count value, as shown in the table above, is 32.946. At the 5% significance level, the F-table value is 3.090, with df1 of k = 2 and df of n-k-1 = 100-2- 1 = 97. The F-count value obtained is significantly higher than the F-table when these two F values are compared, so H0 is rejected and H1 is accepted. At the significance level, the same can be observed: testing the probability value (0.000 0.05) is lower than the alpha value (0.05). Thus it can be concluded that the Gojek online transportation application customer loyalty variable is significantly influenced by the independent variables (trust and satisfaction).

5.) Coefficient of Determination

The coefficient of determination has a value between 0 and 100 percent. The following table can be used to determine the coefficient of determination (R2):

Table 5. Coefficient of Determination

Model Summary
Model R R Square Adjusted R Square Std. Error of the Estimate
1 .539a ,357 ,338 2,427
a. Predictors: (Constant), SATISFACTION (X2), TRUST (X1)
Source: SPSS 22 Data Processing Output

The magnitude of the coefficient of determination, also known as the R Square number, is 0.357, which is indicated by the results of the coefficient of determination analysis shown in the table above. Therefore, it can be concluded that the variation of the independent variables (system quality and information quality) in explaining the dependent variable (user satisfaction) is 0.357 or 35.7%. On the other hand, 64.3% of this variation is influenced by other variables that are outside the model or that are not examined in this study, such as quality, service, cost, and agreement.

**Multiple Linear Regression Test**

Multiple linear regression analysis is used to predict the value of variables using independent variables and to determine the effect of several independent variables on variables. The results of multiple linear regression analysis are as follows:

Table 6. Multiple Linear Regression Test

| Coefficientsª | | | | | |
|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | Standardized Coefficients | T | Sig. |
| | | B | Std. Error | Beta | |

| | | | | | | |
|---|---|---|---|---|---|---|
| | (Constant) | 17.300 | 3.933 | | 4.3 98 | .00 0 |
| 1 | KEPERCAY AAN(X1) | .416 | .198 | .116 | 3.1 62 | .00 1 |
| | KEPUASAN (X2) | .573 | .218 | .335 | 3.3 20 | .00 1 |

a. Dependent Variable: LOYALITAS PELANGGAN (Y)

Source: SPSS 22 Data Processing Output

The multiple linear regression model is as follows, based on the results of the analysis above: Y = a + b1x1 + b2x2 + e Y = 17,300 + 0 216 + 0 573 + e Based on the regression equation model, it can be concluded: a . The constant value of 17.300 indicates that the value of the trust and satisfaction variables is constant or certeris paribus, while the average value of the customer loyalty variable is 17.300.b. The X1 variable, Trust, has a value of 0.216 + 0.573. The X1 variable, Trust, has a regression coefficient of 0.216 or 21.6% which indicates that user satisfaction will increase by 21.6% for every 1% change in the customer loyalty variable. c. The regression coefficient value for variable X2 (Satisfaction) is 0.573 or 57.3 percent which indicates that user satisfaction will increase for every one percent change in the variable.

## Conclusion

(1) Based on the research results, the trust variable has a positive and significant effect on customer loyalty in the Gojek online transportation application in Gorontalo City. Gojek's guarantee reliability and responsibility are the most important indicators. (2) Based on the research results, customer loyalty to the Gojek online transportation application in Gorontalo City is positively and significantly influenced by the satisfaction variable, with perceived performance as the most dominant performance perception indicator. This is due to Gojek's excellent, fast, and precise service according to consumer expectations and the excellent performance provided by Gojek. (3) Based on the research results, customer loyalty on the Gojek Online Transportation Application in Gorontalo City is significantly influenced by both trust and consumers simultaneously.

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