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Analysis of Factors Influencing The Loyalty of Online Transportation Users in Indonesia

Fedianty Augustinah
Universitas Dr. Soetomo Surabaya

Fitria Halim
Acai Sudirman*
Onita Sari Sinaga
Sekolah Tinggi Ilmu Ekonomi Sultan Agung

Pos-el: fedianty.augustinah@unitomo.ac.id
fitriahalim2839@stiesultanagung.ac.id
acaivenly@stiesultanagung.ac.id*
onitasari@stiesultanagung.ac.id

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Abstract

The main objective of the research is to analyze the effect of e-service quality, price and consumer trust on the loyalty of online transportation users. The research method uses quantitative research. Based on the results of data analysis, e-service quality, price and consumer trust have a positive and significant effect on the loyalty of online transportation users. The implications of this research confirms that efforts to provide satisfactory user experience, fast and efficient service, good communication, qualified drivers, effective problem solving, and create a good reputation, online transportation platforms can strengthen user loyalty.

Keywords

E-service quality, price, consumer trust, loyalty

Abstrak

Tujuan utama penelitian yakni menganalisis pengaruh e-service quality, harga dan kepercayaan konsumen terhadap loyalitas pengguna transportasi online. Metode penelitian menggunakan penelitian kuantitatif. Berdasarkan hasil analisis data menyatakan e-service quality, harga dan kepercayaan konsuen berpengaruh positif dan signifikan terhadap loyalitas pengguna transportasi online. Implikasi penelitian ini menegaskan upaya memberikan pengalaman pengguna yang memuaskan, layanan yang cepat dan efisien, komunikasi yang baik, pengemudi yang berkualitas, penyelesaian masalah yang efektif, dan menciptakan reputasi yang baik, platform transportasi online dapat memperkuat loyalitas pengguna.

Kata Kunci

E-service quality, harga, kepercayaan konsumen, loyalitas

Introduction

The increasing growth in internet use today has implications for the development of land transportation which currently has implemented an online service system (Basoeky et al., 2021). Transportation that is managed optimally will have a positive impact on consumer confidence which will then have implications for long-term satisfaction. One of the most popular application-based transportation today is online transportation (Sudirman, Efendi, et

al., 2020). The rapid development of online transportation is supported by increasing consumer interest in application-based transportation (Rivai et al., 2019). Many transportation service providers are attempting their luck and entering the application-based transportation service sector through the internet, often known as "online transportation," in light of this potential (Sutisna & Gaffar, 2020). One of the newest service ideas in mobile commerce is online transportation. The basic thing that makes online transportation more developed is the increasing level of loyalty of transportation users (Sudirman et al., 2021). Loyalty of online transportation users refers to the loyalty and tendency of users to continue to use online transportation platforms or applications consistently and choose it as their main choice in transportation activities (Chou et al., 2014). User loyalty is an important indicator for online transportation platforms because it can have an impact on business growth, customer retention and competitive advantage. The basic thing that makes online transportation more developed is the increasing level of loyalty of transportation users (Septiani et al., 2017).

Consumer loyalty is a special assessment obtained by service providers as a form of appreciation from consumers who use services. The formation of consumer loyalty is inseparable from the hard work of service providers, especially online transportation services as a momentum to develop trust from consumers (Lie et al., 2019). Maintaining and increasing consumer loyalty is a strategic online transportation tactic in order to obtain and develop company profits in the long term. Consumer loyalty will be formed if consumers feel optimal satisfaction with the value and quality of products offered by the company (Saputra et al., 2020). Loyal customers are a long-term investment for the company because they can provide growth and existence of the business. As stated by (Fathiyah, Muhtar, 2020), customer loyalty plays a crucial role in a business since it improves financial performance and ensures the survival of the enterprise. It takes time and several steps to build a devoted customer base, from identifying new clients to acquiring partners (Sukirno et al., 2019).

The development of high-quality e-services is one of the elements that might influence customer loyalty. One of the key objectives of application-based transportation firms is to raise customer satisfaction in order to keep clients (Puriwat & Tripopsakul, 2017). Every firm must pay close attention to customer satisfaction in order to succeed in the marketplace, particularly in the sector of internet transportation (Mashur et al., 2019). Online transportation customers' loyalty is significantly influenced by the quality of the e-services they utilize (Sianipar, 2019). E-service quality refers to the quality of services provided through online transportation platforms or applications, such as ordering speed, ease of use, driver quality, safety, ease of payment, and customer service. When users perceive a high level of e-service quality, they tend to be more satisfied with the experience of using these online transportation services (Karmila & Sunia, 2020). This can increase user loyalty to the platform.

The results of the (Novyantri & Setiawardani, 2021) and (Sudirman et al., 2021) studies suggest that good e-service quality implementation in online transportation affects the level of user loyalty. High e-service quality can increase user satisfaction. Users are more likely to continue using the platform and make it their first option when utilizing online transportation services if they are happy with the caliber of the services offered (Bandawaty et al., 2020). Consequently, this study is conducted to generate hypotheses based on the findings of

numerous prior research projects.

H1: E-service quality affects consumer loyalty

One of the factors that can affect loyalty is the creation of prices that match user expectations in the application (Bakhtiar et al., 2022). The price aspect is one thing that is very crucial for transportation users (Farisi & Siregar, 2020). Consumer interest will arise when there are many price alternatives offered by applications to consumers (Sudirman, Halim, et al., 2020). Price rates have an important role in consumer decision making to make purchases. User loyalty can be formed because the price to be paid is in accordance with what is expected (Sudirman, Efendi, et al., 2020). Online transportation users tend to look for fair and competitive prices. If users feel that the price offered by the platform is fair and in accordance with the value they receive, they are more likely to stick with the service on an ongoing basis (Andilala, Muh et al., 2018). These feelings build trust and can influence their loyalty (Rahayu & Riana, 2020). Online transportation users often compare prices between different platforms or applications before making a decision (Andilala, Muh et al., 2018). If users find that the prices offered by one platform are cheaper or more competitive than another, they may switch to that platform. Therefore, competitive prices can affect user loyalty to the platform. The results of the (Rezki et al., 2019) and (Rivai et al., 2019) studies suggest that the existence of prices in online transportation contributes greatly to user loyalty. The majority of users admit that the price offered by online transportation is more economical than using conventional transportation. so this is what triggers them to continue using online transportation (Nurhikma et al., 2022). Consequently, this study is conducted to generate hypotheses based on the findings of numerous prior research projects.

H2: Prices affect consumer loyalty

The attitudes of customers of online transportation services are significantly influenced by trust in addition to price (Sudirman, Efendi, et al., 2020). Users get satisfied when they receive goods or services that go above and beyond their expectations (Rahman et al., 2022). Consumer behavior while utilizing online transactions is significantly influenced by trust (Sinaga et al., 2020). Consumer perceptions of contrasting expectations with what is actually obtained have a key role in the link between satisfaction and trust (Welly et al., 2020). The urgency to maintain trust is not an easy job, so it takes a strong spirit to manage it. One of the obstacles that occurs in the aspect of trust, one of which is the belief in the factor of safety in driving (Destrina & Dermawan, 2023). Consumer trust plays a crucial role in shaping the loyalty of online transportation users (Putri et al., 2020). When consumers feel confident in an online transportation platform or application, they are more likely to become loyal users and continue to use the service (Butarbutar et al., 2022). Consumers need to feel confident that online transportation platforms maintain the security and privacy of their data. In a digital era that is increasingly vulnerable to data breaches, consumers will be more inclined to stick with platforms that have proven their commitment to data security and privacy (Putri et al., 2022). This trust can build long-term user loyalty. The (Aprileny et al., 2022) and (Nurutami et al., 2021) studies say that the loyalty of online transportation users can be strongly formed due to a high boost of trust in users of this transportation. Consumer loyalty increases with

consumer trust, and vice versa. As a result, the purpose of this study is to develop hypotheses based on the results of various earlier research projects:

H3: Trust affects consumer loyalty

It is important to note that e-service quality is only one of the factors that influence the loyalty of online transportation users (Mashur et al., 2019). There are other factors that can also contribute, such as price, promotions, additional features, and competition from other platforms. However, e-service quality plays an important role in shaping users' impressions of the platform and can influence their decision to stick with the service. The price aspect is very important for online transportation users because it plays a role in their decision making. In the digital era, online transportation users have easy access to compare prices between different platforms or applications (Sudirman et al., 2021). Competitive prices encourage users to look for the best deals and choose platforms that offer cheaper or more profitable rates. Therefore, the price aspect becomes important in creating attractiveness and competitive advantage. Furthermore, the importance of building consumer trust should not be ignored by online transportation platforms (Gitau & Nzuki, 2014). By paying attention to consumer trust and providing a positive and reliable experience, the platform can increase user loyalty levels and maintain their market share in the competitive online transportation industry. High self-assurance in offering comfort and services is an example of how trust may strengthen a customer's loyalty (Unindha, 2017). According to the explanation above, the goal of this study was to ascertain the relationship between price and user pleasure on GoJek as well as the relationship between price and user contentment on trust.

Method

This study employs a quantitative research design with an associative technique. Users of online transportation who reside in the Indonesian province of North Sumatra make up the research population for this study. The sample was drawn using a convenience sampling strategy because the population was unknown. According to (Hair, 2014), the appropriate size of the representative responses relies on the sum of all indicators in the variable multiplied by 5–10 if the whole population is unknown. Eight teen indicators were included in this study, making the total sample size (16 x 10) equal to 160. Because it has reached the minimal sample criterion, this number is regarded as representative and may be used to observe the population as a whole.

A validity and reliability test-based research tool is used in this study. According to Ghozali (2016), the quantitative analysis includes a normality test, regression test, hypothesis test, correlation test, and coefficient of determination. Additionally, the operational definition of this research variable consists of the dependent variable and the independent variable; the first dependent variable of loyalty is made up of four indicators, including making frequent purchases, switching between product and service lines, referring others, and immunity to competition (Sudirman, Sherly, et al., 2020) and (Lie et al., 2019). Then the first independent variable e-service quality consists of six indicators of efficiency, fulfillment, privacy, responsiveness, contact, website design (Lady & Novita, 2023) and (Novyantri & Setiawardani, 2021). Indicators for the second independent variable price include price affordability, price compatibility with product quality, price competitiveness, and price compatibility with benefits



(Sudirman et al., 2021) and (Sudirman, Efendi, et al., 2020). The third independent variable of consumer trust consists of two indicators, namely trusting belief and trusting intention (Sinaga et al., 2020) and (Nirawati et al., 2020).

Results and Discussion

Results

Table 1

Descriptions of Research Respondents

Categories	Details	Amount	Percentage (%)
Gender	Men	65	40.6
	woman	95	59.4
Age (years)	20-29	60	37.5
	30-39	40	25
	40-49	38	23.7
	50-59	22	13.8
Level of education	High school	90	56.3
	Bachelors	60	37.5
	Masters	10	6.2
	GoJek	60	37.5
Types of Online Transportation	Grab	40	25
	Maxim	15	9.4
	InDrive	15	9.4
	Other types of online transportation	30	18.7

Source: Processed Data (2022)

Validity and Reliability Test

Table 2

Validity Test Results

Variables	Corrected Items-Total correlation	N of Items	Test results
E-service quality	0.524	18	Valid
Price	0.502	12	Valid
Consumer trust	0.487	10	Valid
Loyalty	0.511	12	Valid

The measuring items employed in this study are valid, and all of the indicators in the study have values over 0.30, according to the validity test of table 2 above. The measurement questions on the questionnaire items that describe the indicators of the variables are then measured as part of a reliability experiment.

Table 3

Reliability Test Results

Variables	Cronbach's Alpha	N of Items	Test results
E-service Quality	0.902	18	reliable
Price	0.824	12	reliable
Consumer Trust	0.801	10	reliable
Loyalty	0.848	12	reliable

It may be inferred that all the instruments utilized are trustworthy based on the experiment's reliability findings, which are displayed in table 2 above and demonstrate that all indicators have a Cronbach alpha value for each instrument > 0.60.

Multiple Regression Test

Table 4
 Multiple Regression Test Results

Model	Unstandardized Coefficients		t-count	Sig.
	B	std. Error		
(Constant)	4,310	1987	2,810	002
1 E-service Quality	,185	0.057	3,870	.000
Price	,176	0.070	3,244	.000
Consumer Trust	,217	0.093	4,301	.000

The equation model is obtained from the multiple linear regression above: = 4.310 + 0.185X1 + 0.1764X2 + 0.217X3, meaning that e-service quality, price and consumer trust positively affect online transportation user loyalty.

Simultaneous and Partial Hypothesis Testing

Experiment F is utilized to concurrently test the variable binding. The goal of simultaneous hypothesis testing is to determine if the three factors of e-service quality, pricing, and consumer trust may all affect loyalty at once.

Table 5
 Simultaneous Test Results

Model	Sum of Squares	df	F	Sig.
1 Regression	121,737	3	15,610	.000b
residual	211,175	156		
Total	308,383	159		

The F-count value is 15.610 > from F-table with (0.05; 3 vs. 157) of 2.66 or with a significant 0.000 0.05 may be interpreted as e-service quality, price, and customer trust affecting loyalty concurrently based on the findings of the simultaneous test analysis in table 5. The impact of e-service quality, pricing, and customer trust on loyalty was then partially examined through a test. The outcomes of the t-test in this investigation are as follows, based on the data analysis results in table 4.

1. E-service quality has a significant level of $0.000 \leq 0.05$, meaning that e-service quality has a significant effect on loyalty.
2. Price obtained a significant level of $0.000 \leq 0.05$, meaning that price significantly affects loyalty.
3. Consumer trust obtained a significant level of $0.000 \leq 0.05$, meaning that consumer trust significantly affects loyalty.

Coefficient of Determination Test

The degree to which a model can account for a dependent variable's variance is indicated by the coefficient of determination. Table 6 below provides an explanation of the study's determination test results.



Table 6
Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	std. An error in the Estimate
1	.685a	.420	.405	1,501

Based on the data analysis findings in table 6 above, the coefficient of determination value is 0.326, meaning that other factors, not included in this study, can account for the remaining 58% of the loyalty level, leaving 42% of it to be explained by e-service quality, price, and customer trust.

Discussion

The results of the research, which was developed through the first hypothesis, showed that e-service quality had a positive and significant effect on loyalty. E-service quality, which includes the quality of services provided through online transportation platforms, has a significant influence on user loyalty. High e-service quality creates a satisfying user experience (Anggraeni, 2023). If an online transportation platform provides an intuitive, easy-to-use and responsive user interface, users will be satisfied with the experience they get. An overall satisfying user experience can strengthen loyalty and make users want to continue using the service. Good e-service quality involves effective handling of user problems or complaints, as well as responsive customer service. If users face problems or have questions, they expect a fast response and adequate solutions from the online transportation platform (Berliana & Zulestiana, 2020). Good turnaround and responsive customer service can increase user satisfaction and build long-term loyalty. The results of the research, which was developed through the second hypothesis, showed that price had a positive and significant effect on loyalty. Affordable prices are an important factor in influencing user loyalty. If the price of online transportation services is lower or more competitive compared to other alternatives, users are likely to be more inclined to stick with the platform (Rahman et al., 2022).

The affordable price allows users with limited budgets to still use the service regularly. Price-based discount offers, promotions or loyalty programs may influence user loyalty (Aprileny et al., 2022). Users are likely to be attracted by special offers, such as regular discounts, use of promo codes, or points collection programs that can be exchanged for discounts or other benefits. These discounts and promotions can encourage users to keep using the service and increase their loyalty. The results of the research, which was developed through the third hypothesis, showed that consumer trust had a positive and significant effect on loyalty. Consumer confidence in security also affects user loyalty. Online transportation users want to feel safe during their journey, both in terms of physical security and data privacy. Platforms that keep passengers and their personal data safe will build trust and influence user loyalty (Destrina & Dermawan, 2023). A platform that has good communication with users and is responsive to user questions, problems or complaints will build trust. If users feel heard and well received by the platform, they will feel valued and are more likely to stick with the service in the long term (Rahman et al., 2022).

Good e-service quality will increase user trust in online transportation platforms because they feel that the platform is committed to providing a good experience. High trust can reduce user doubts



about the price given, because they feel that their payment information will be managed securely. Prices that are competitive and in accordance with the value provided by these services will make users feel that they are getting benefits commensurate with the costs they pay. Prices that are too high may discourage users from using the service, while prices that are too low may raise doubts about the quality of the service. Reasonable prices commensurate with the quality of services offered will strengthen users' perceptions of the value they receive, and this will contribute to higher levels of satisfaction. In the use of online transportation, user satisfaction will be directly influenced by a combination of e-service quality, trust, and price. Therefore, online transportation service providers need to ensure that they focus on all these three factors to create an optimal user experience.

Conclusion

The conclusion of this study confirms the aspects of e-service quality, price and trust have a positive and significant effect on the loyalty of online transportation users. Improving e-service quality can increase user satisfaction, build trust, and make users more likely to consistently use online transportation platforms. By providing satisfactory user experience, fast and efficient service, good communication, qualified drivers, effective problem solving, and creating a good reputation, online transportation platforms can strengthen user loyalty. Affordable and competitive prices can influence users to continue using online transportation platforms. If users feel that the price of the service is in accordance with the benefits they receive, they are likely to feel satisfied and loyal to the platform.

Price competition between online transportation platforms also affects user loyalty. If users have multiple choices at different prices, they are more likely to choose the option that offers the better price. In conclusion, affordable prices, perceived value, discounts and promotions, fair price competition, and reasonable price increase rates are factors that can influence user loyalty to online transportation platforms. Online transportation platforms need to pay attention to these factors to maintain and increase the loyalty of their users. Consumer trust is a key factor in building online transportation user loyalty. By ensuring service reliability, security, consumer protection, transparency, good reputation, good communication and responsiveness, online transportation platforms can build and maintain consumer trust which in turn affects user loyalty. Good and responsive communication from the online transportation platform to user questions, problems or complaints also strengthens trust. Users want to feel heard and well received by the platform. In conclusion, consumer trust plays an important role in influencing online transportation user loyalty. Reliability, security, consumer protection, transparency, reputation, good communication and responsiveness are factors that can build and strengthen consumer trust, which in turn influences user loyalty to online transportation platforms.

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