
The Effect of Customer Trust and Service Quality on Online Transportation Consumer Satisfaction on Stiami Institute Students

Siti Aisah¹, Resista Vikaliana², Eman Sulaeman Nasim³

^{1,3}Program Studi Administrasi Bisnis, Institut Ilmu Sosial dan Manajemen Stiami, Jakarta Institut Ilmu Sosial dan Manajemen Stiami, Jakarta

²Program Studi Manajemen Logistik, Fakultas Ilmu Sosial dan Manajemen, Institut Ilmu Sosial dan Manajemen Stiami, Jakarta Institut Ilmu Sosial dan Manajemen Stiami, Jakarta

E-mail : dosenresistaok@gmail.com

ABSTRACT

This study aims to determine the effect of customer trust and service quality on consumer satisfaction of online grab transportation among students of the Stiami Institute. The population in this study were some students of the Stiami Institute with a total sample of 145 respondents who were selected using the accidental sampling technique. Data was collected through questionnaires in which each respondent was given 29 questions. Based on hypothesis testing using t-test, it is known that customer trust and service quality have a significant effect on customer satisfaction. Based on the results of the f test, it is known that all the independent variables in this study have a significant effect on consumer satisfaction. R Square value of 0,

Keywords: Customer Trust, Service Quality, Customer Satisfaction, Online Transportation

INTRODUCTION

In this increasingly modern era, the human need for transportation is very important, especially the transportation used by the community to support daily activities. The threat facing Jakarta is traffic jams on the highways. The reason is that currently many roads are full of motorized vehicles so that it often causes traffic jams. Congestion usually occurs during working hours in the morning and after returning home from work in the afternoon and on weekends, or at certain times on big days or long weekends.

Facing these problems takes individuals or communities with high mobility and the way to deal with this situation is a good breakthrough. In this case, transportation services that are fast, easy to use, safe, and practical are needed by people with high mobility. Seeing this, Jakarta residents are now familiar with the existence of online motorcycle taxis, ordering can be done through the application.

From these complaints, it can be seen that the services provided by Grab have not been carried out properly and optimally. For the service industry, service quality is important in satisfying consumers. If the quality of service received is poor, it makes customers feel

unsatisfied by the theory which states that customer satisfaction is the level of one's feelings after comparing the perceived performance or results compared to their expectations (Sunyoto, 2013: 35).

However, as the need grows, for transportation services resulted in more and more competitors appearing, this competition also occurred in online motorcycle taxis in Jakarta as shown in the following table:

Table 1 Number of Grab Fleet 2019

Fleet	July	August	September
Grab	75,000	80,000	95,000

Based on table 1 above, it is known that the number of Grab fleets has increased every month. With such intense competition in the online motorcycle taxi business. Online motorcycle taxis have now also become one of the most promising forms of transportation. In addition to being safer, online motorcycle taxis are quite affordable because there are already designated routes. But unfortunately, the development of online motorcycle taxis is currently increasingly unproductive. And there are still some things that customers often complain about. Based on this background, this study aims to determine the effect of customer trust and service quality on consumer satisfaction of online grab transportation on students of the Stiami Institute.

According to Kotler (2012: 14) marketing is a social process with and desired by creating and exchanging production and value with other individuals and groups.

According to Prasaranphanich (2007:23) customer trust is when consumers trust a company, they will prefer to make repeat purchases and share valuable personal information with the company.

According to Kotler (2002:83) service is any action or activity that one party can offer to another, which is essentially intangible and does not result in any ownership.

According to Kotler and Keller (2007:177), consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance that is thought to the expected performance.

Factors that affect customer satisfaction

According to Irawan (2008:37), the factors driving customer satisfaction are as follows:

a. Product quality, customers are satisfied if after buying and using the product it turns out that the quality of the product is good.

b. Price, for sensitive customers, usually low prices are an important source of satisfaction because customers will get high value for money.

c. Service quality, satisfaction with service quality is usually difficult to imitate. Service quality is a driver that has many dimensions, one of which is popular is SERVQUAL.

d. Emotional factor, the customer will feel satisfied (proud) because of the emotional value provided by the brand of the product.

e. Cost and convenience, customers will be more satisfied if it is relatively easy, comfortable and efficient in getting the product or service.

Theoretical framework

The following is the development of the research theoretical framework. Based on the theories described above, trust is the foundation of business. Customer trust is defined as a customer's trust in a particular company or service. According to Kotler (2002:83), the definition of service is any action or activity that can be offered by one party to another, which is essentially intangible and does not result in a transaction. Customer trust and service quality affect consumer satisfaction because these two variables are the concern of consumer satisfaction. This theoretical framework is depicted in the research framework in Figure 1.

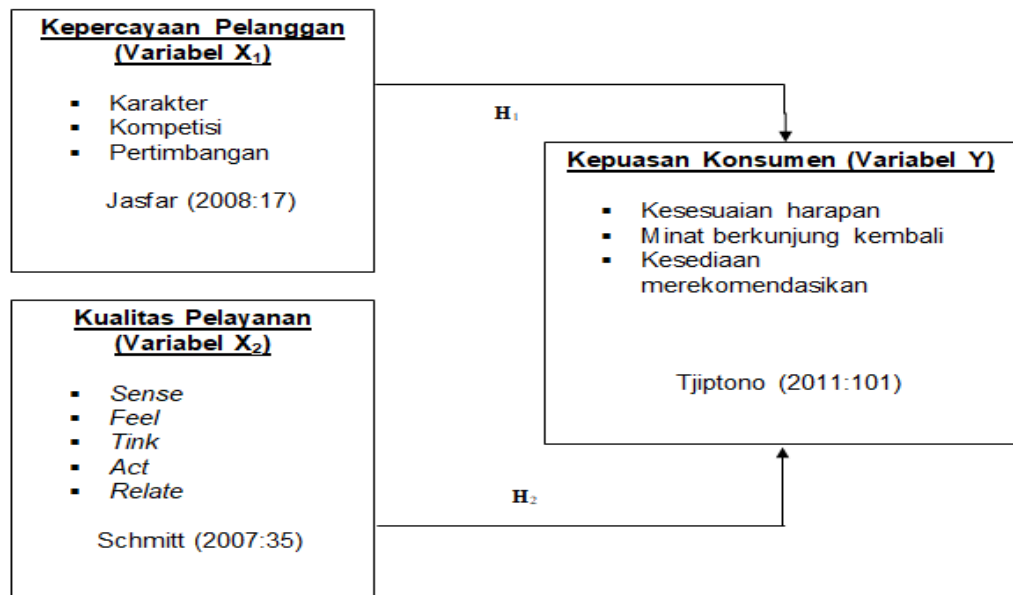


Figure 1 Research Framework

METHOD

This research approach uses a causality research approach to analyze causal relationships between variables through hypothesis testing (Sugiono, 2012: 24). The method used in this study is quantitative. Quantitative methods use several samples and numerical data in the form of numbers. The primary data in this study is data obtained by field surveys through distributing questionnaires to respondents. In this study, the population is students of the Central Stiami Institute, Faculty of Business Administration and Taxation who use the Grab application.

The sampling technique that the author uses in determining the sample is accidental sampling, namely random sampling. Representatives of the population that were sampled were administration and taxation students at the Central Stiami Institute campus

who happened to be met while using the Grab application.

In sampling, the researcher has disbursed the method that is by this study, because the population is unknown or changes frequently, then for sampling using the opinion of Hair et al (2010:112), stating that "if the population is unknown, the number of samples minimum is 5 times the number of question items contained in the questionnaire. The total questions in this study amounted to 29, so the sample calculation results were obtained as follows:

$$\text{Number of samples} = 29 \times 5 = 145$$

So for the samples taken in this study, there were 145 samples.

RESULT and DISCUSSION

The following are the results of multiple linear regression tests

Table 2 Multiple Linear Regression Test Results

		Unstandardized Coefficients		Standardized	T	Sig
		B	Std. Error	Coefficients Beta		
1	(Constant)	6,494	3,596		1,806	,073

Service quality	,400	,062	,471	6,442	,000
CUstomer trust	,29	,105	,207	2,823	,005

Source: Primary Data Processed using SPSS 24

Based on Table 2 above, the linear regression equation in this study is:

$$Y = 6.494 + 0.400 X1 + 0.294X2$$

Multiple Linear Regression test results show that:

1. The constant value shows a value of 6.494, meaning that if the value of the independent variable (free) is zero, the value of the dependent variable (bound) is 6.494.

2. The value of the customer trust variable (X1) on customer satisfaction 0.400 is positive so that if trust increases by one value, then customer satisfaction will increase by 0.400.

3. The value of the service quality variable (X2) shows a positive value of 0.294, meaning that every increase of one value in the service quality variable, then will increase customer satisfaction by 0.294.

Table 3 Test of Correlation Coefficient and Coefficient of Determination

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,580 ^a	,336	,326	3,564	,336	35,900	2	142	,000

a. Predictors: (Constant), Kepercayaan Pelanggan, Kualitas Pelayanan

Based on Table 3 above, the value of the correlation coefficient can be seen at the value of $R = 0.580$, meaning that there is a strong relationship between the variables of Customer Trust and Service Quality on Consumer Satisfaction. While the value of the coefficient of determination is seen in the Adjusted R Square value of 0.336, which shows the magnitude of the influence of the variable Customer Trust and Service Quality on the Consumer Satisfaction variable is 0.336 or 33.6%, while the remaining 66.4% is influenced by other factors that not observed in this study.

CONCLUSION

Based on the results of the study, the conclusions of this study are as follows:

The results showed that there was a positive and significant effect between customer trust (X1) and service quality on consumer

satisfaction (Y). the influence of customer trust (X1) and service quality (X2).

REFERENCES

Dewi Ira Chrisyanti. 2011. *Pengantar Ilmu Administrasi*. Jakarta: PT. Prestasi Pustaka Raya

Fahmi, Irham. 2015. *Pengantar Ilmu Administrasi Bisnis*. Bandung: Alfabeta.

Halim Prawinata. 2018. *Pengaruh Kualitas Sistem Informasi, Harga Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Jasa GOJEK Di Kota Yogyakarta*. Universitas Negeri Yogyakarta.

Irawan, Bambang. 2019. *Metode Penelitian Manajemen: Pedoman Penelitian Untuk Penulisan Skripsi*. Badan Penerbit Institut Ilmu Sosial dan Manajemen. Jakarta.

Kordiana Sambara. 2019. *Quality Service and Customer Satisfication in Grab Transportation Service Business*.

- Universitas Kristen Indonesia Paulus.
Jurnal Program Studi Manajemen. Vol. 21
No. 01. Universitas Kristen Indonesia
Paulus.
- Kotler, Philip. 2007. *Manajemen Pemasaran*,
edisi ke 12, jilid 1, Jakarta: PT. Indeks
Kelompok Gramedia.
- Sarah Fibrianingsih. 2019. *Pengaruh Harga,
Kualitas Pelayanan, Dan Kepercayaan
Konsumen Terhadap Kepuasan
Konsumen Pengguna Transportasi Online
GOJEK*. Universitas Muhammadiyah
Gresik.
- Siregar, Syofian. 2014. *Metode Penelitian
Kuantitatif*. Jakarta: Kencana
- Vikaliana, R. and Irwansyah, I. (2019)
Pengolahan Data dengan SPSS. Serang:
CV AA Rizky. Available at:
[https://books.google.co.id/books/about/PE
NGOLAHAN_DATA_DENGAN_SPSS.htm
?id=-UziDwAAQBAJ&redir_esc=y](https://books.google.co.id/books/about/PE%20NGOLAHAN_DATA_DENGAN_SPSS.htm?id=-UziDwAAQBAJ&redir_esc=y).