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Effect of customer value and quality of service on customer satisfaction (Case study on consumers GO-JEK, Jakarta Indonesia)

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Abstract

The need for transportation services increases due to the heavy traffic in Jakarta. Efficient transport services to congestion in Jakarta, motorcycle taxi services *online* such as GO-JEK. This triggers every transportation company to increase customer value and good service quality to get customer satisfaction in the field of transportation services.

This study aims to describe customer value and service quality to customer satisfaction with descriptive statistic analysis. The study was conducted to 110 GO-JEK consumers in Jakarta. The *sampling* technique used was *accidental sampling* with analysis tools SPSS 22.

The results show that customer value and service quality give impact to GO-JEK customer satisfaction in Jakarta.

Keywords: customer value, quality of service and customer satisfaction

Introduction

Along with the times, we are entering the era of globalization and modernization. Increasingly sophisticated technology, all kinds of information and the latest news can be easily accessible to everyone through *online* media, electronic media and print media. In the era of sophisticated competition is increasingly tight and indirectly affect the business of a company, where the company is required to understand consumer behavior. Consumers themselves are the key to making a profit in market share competition. Therefore, it is very important for companies to offer and sell quality products or services with good service to consumers, because this will trigger customer satisfaction.

Understanding of satisfaction is the level of one's feelings after comparing perceived performance or results compared with expectations (Susanto, 2017). The definition of satisfaction is a sense of whether a person's feelings are satisfactory or disappointing that resulted from a process comparing the presence or appearance of a product desirable to the expected values. Customer satisfaction is the feeling of pleasure or disappointment of a person caused by the performance or outcome of a perceived product, compared to his expectations (Kotler and Keller, 2009: 49) [18].

Many factors influence consumers to obtain customer satisfaction, including the price, the price is everything that was provided by the customer to obtain the advantages offered by the company marketing mix (Cannon *et al*, 2008: 176) [3]. Price plays a key determinant of customer satisfaction, because consumers will feel satisfied if the price is appropriate or not too high. Satisfaction in pricing should be buyers oriented, when consumers buy a product or service, they trade a value (value) to get another value (the benefit of owning or using a product or service). If the consumer considers that the price is higher than the value of the product or service, then the consumer will likely not buy the product or service, and

vice versa if the consumer considers the price to be below the value of the product, then most likely will buy the product.

Product quality is also one of the factors of customer satisfaction. According to Kotler (2005: 459) [16], "The quality of the product is the whole feature and of a product or service on the ability to satisfy the stated / implied needs". Buyers will buy the product if they feel fit, because the product must be tailored to the desire or the needs of the buyer for successful product marketing. In other words, product creation is better oriented to the market desires or consumer tastes. According to Kotler and Armstrong (2001: 346) [15] customer satisfaction is everything that can be offered to the market to get attention, bought, used, or consumed that can satisfy the desire or needs.

Quality of service or service becomes an important factor to attract consumers in getting customer satisfaction. Quality of service is an effort to meet the needs and desires of consumers and the accuracy of delivery in the balance of consumer expectations, (Tjiptono, 2007) [31]. Quality of service is very important to attract consumers because the quality of service to distinguish a company with other companies. The better the services provided by a company, it will affect customer satisfaction. Good or bad quality of service will affect the purchase of the product or service itself, and will further affect customer satisfaction.

Research conducted Karadeniz and Gözüyükrü (2016) [14], the results of research to develop the perceived quality of service (*perceived quality of services*) offered by the banking management is a must if they want to remain in the competition, protect and increase their market share, and become more attractive. In this study, the effect of the perceived service quality (*perceived service quality*) to customer satisfaction in the banking sector were investigated. Research conducted by Ikasari, Suryoko and Nurseto (2013) [12], the results showed that customer value and service quality have positive and significant impact on

customer satisfaction, either partially or simultaneously. While recent research conducted by Suryatiningsih (2013) [28], the results showed that the quality of service and customer value proven positive effect partially or simultaneously on customer satisfaction.

In addition to the factors already mentioned, researchers also focused this study on customer value variables that also plays an important role in customer satisfaction where the company must have good value to encourage buying interest in consumers and its impact on customer satisfaction. Kotler (2005: 103) [16] defines customer value as the difference between total customer value and total customer cost where total customer value is a set of benefits expected by a customer of a particular product or service and the total customer cost is a set of costs expected by the consumer to evaluate, acquire, use and dispose of products or services. Basically customer value provides guidance on how a company can acquire, develop and retain consumers.

This study describes customer value, service quality to customer satisfaction PT.GO-JEK which is a social soul company leading the revolution of motorcycle taxi industry.GO-JEK cooperates with experienced motorcycle riders in Jakarta, Bandung, Bali and Surabaya. PT.GO-JEK Indonesia was established in 2011 as an innovative *social entrepreneurship* to encourage changes in informal transport sector in order to operate in a professional manner. In addition to the shuttle services offered there are other products offered in the form of applications such as GO-FOOD, GO-RIDE, GO-MART, GO-SEND, GO-PULSE, GO-BOX, GO-CAR and its new service is GO-CLEAN, GO -GLAM, GO-MASSAGE, GO-AUTO, GO-MED, GO-BUSWAY, GO-TIX and GO-SHOP.

Literature Review

i) Customer Value

According to Kotler (2005: 103) [16] the value of the customer is the difference between the total customer value and the total customer cost in which the total customer value is a set of benefits expected by the customer of a particular product or service and the total customer cost is the set of costs expected by the consumer issued to evaluate, acquire, use and dispose products or services. Anderson, *et al*, states that customer value is *perceived worth* in monetary units or a series of economic benefits, technical, service, and social exchange for a price that is paid for a product, taking into account the supply and price of the suppliers available (Tjiptor 2006: 296) [30]. Gale and Wood (2006: 297) [18] formulates customer value as *perceived quality* in the market and adjusted for *relative price* of the company's products. Vanessa (2007: 65) [7], states that the value of the customer or the *customer perceived value* that customer perception of the value at which the company should consider the value in developing products and services that correspond to what the customer expects. Kotler and Keller (2009: 14) [18] states that customer value is a combination of quality, service, price of a product offering.

Of the five definitions above can be deduced that basically the value of customers provide clues how the company can obtain, develop and retain customers. Thus the value of customers in the company must develop their skills in

understanding the customer. For that, it is necessary for them to know how the dimensions of customer value, customer characteristics, and customer value management focus.

Types of Customer Value

1. Rational value (*Rational value*), products (*product*) and price (*price*).
2. Emotional value (*Emotional value*), the value of equity (*equity value*), the value of experience (*experience value*), and the value of energy (*energy value*). (Scott Robinette and Claire Brand, 2001: 22) [23].

Customer Value Characteristics

1. The proponent (*initiator*) of the first people realize their desires or needs unmet.
2. Influencers (*influencers*) who provide information about how the wishes or needs can be met.
3. Decision makers (*decider*) persons who ultimately choose the alternative that will satisfy the desires or needs.
4. The buyer (*buyer*) the buyer of the product.
5. The customer or user (*consumer*) product users.
6. Assessors (*evaluators*) persons who provide feedback about the ability of the products or services selected to give satisfaction.

Customer Value Indicators

1. Emotional value is a feeling that is felt or experienced by customers or feelings expected when they transact with an organization and its employees
2. Social value is a value held by a society, about what is considered good and what is considered bad by society.
3. Quality / performance value is a utility derived from the product due to short-term and long-term cost reduction.
4. Price / value of money is a utility derived from a perception of the expected performance of a product or service. (Sweeney, 2005: 298) [29].

ii) Quality of Service

Parasuraman, *et al*. (2011: 3) said that the quality of service is the basis for the marketing of services, because the core product marketed is a performance (quality), and the performance is purchased by customers, therefore the quality of service performance is the basis for marketing services. According to Parasuraman *et al* (2009: 16) "*service quality is a measure of how well the service level delivered matches the customer expectation. Delivery quality service means conforming to customer expectations on a consistent basis.*" That is, *service quality* is a measure of how services are distributed in accordance with customer expectations. Submission of service quality means alignment of customer expectations into something consistent. In the opinion of Parasuraman, *et al*, (2006: 19) Quality of service is a comparison between perceived service (perception) consumers with the quality of service that consumers expect. According to Zeithaml, *et al*, (2005: 113) the service quality of a product or service would be realized if the expectations of consumers in accordance with the performance of a given service provider. Definition of service quality can be interpreted as an effort to meet the needs and

desires of consumers and the accuracy of delivery in counterbalance consumer expectations (Tjiptono, 2007)^[31]. From the definition⁴² of service quality above can be concluded that the quality of service is all forms of activities undertaken⁷⁵ the company to meet consumer expectations¹⁷. Services in this case is defined as a service or a service delivered by the service owner in the form of convenience, speed, relationships, abilities and hospitality shown by the attitude and nature in providing services for customer satisfaction.

Types of Service Quality

1. Timeliness of service, including time to wait during transaction and payment process.
2. Accuracy of service, is minimize errors in service and transaction.
3. Courtesy and hospitality when providing service.
4. Ease of service, such as the availability of human resources to help serve consumers, as well as support facilities such as computers to find availability of a product.
5. Consumer crash, such as location, parking lot, comfortable waiting room, hygiene aspect, availability of information, and so forth.

Characteristics of Service Quality

1. Customer participation in service process; the presence of the customer as a participant in the service process requires an attention to the design of the facility. Such conditions are not found in traditional manufacturing company⁷³.
2. Genesis at the same time (*simultaneity*); the fact that the service is made to be used simultaneously, so that the service is not stored. The inability to store these services precludes the use of traditional manufacturing strategies in storage to anticipate fluctuations in demand.
3. Direct services and consumables used (*service perishability* service is a fast-running commodity. This can be seen on the seats of the discharged aircraft, the non-fit of the hospital room or the hotel. In each case has caused a loss of opportunity.
4. Intangibles (*intangibility*); service is a product of thought in the form of ideas and concepts. Therefore, service innovation cannot be patented. To sustain the benefits of the new service concept, companies must expand rapidly and precede competitors.
5. Various (*heterogeneity*); the combination of the intangible nature of service and the customer as a participant in the delivery of service systems resulted in a diverse range of services from consumers to consumers. (Fitzsimmons and Fitzsimmons, 2006: 21).

Quality of Service Indicators

1. Reliability (*reliability*), is the ability and reliability to provide a reliable service.
2. Direct evidence (*tangibles*), a form of physical infrastructure service quality offices, computerized administration, a lounge area, where information²⁷.
3. Responsiveness (*responsiveness*), is the ability to assist and provide services quickly and accurately, as well as

responsive²⁷ the desires of consumers.

4. Guarantee (*assurance*), the ability and the friendliness and courtesy of employees in ensuring consumer confidence.
5. Empathy (*empathy*), a firm but caring attitude from employees to consumers. (Parasuraman, 2001: 148-149)^[20].

iii) Customer Satisfaction

Westbrook and Reilly argue that customer satisfaction is an emotional response to experiences related to a particular product or service purchased, retail outlets, or even behavioral patterns (such as shopping behavior and buying behaviors) as well as the overall market (Tjiptono, 2006: 349)^[30]. Customer satisfaction is a central concept in the discourse of business and management (Tjiptono, 2008: 55)^[31]. Customer satisfaction is the feeling of pleasure or disappointment of a person caused by the performance or outcome of a perceived product, compared to his expectations (Kotler and Keller, 2009: 49)^[18]. Zeithaml and Bitner (2008: 110)^[34] define customer satisfaction as a customer response to the perceived misalignment between expectations and actual performance of services. Customer satisfaction according to Kotler *et al.* (2008: 169)^[18] is the level of one's feelings after comparing the performance (or results) that he perceived compared to expectations.

It can be concluded that customer satisfaction is a customer perception that expectations have been met or exceeded. Customer satisfaction can be achieved if a product or service meets or exceeds customer expectations, and customers will feel satisfied. However, customers also do not necessarily reject the services provided by the company, the consumer has a tolerance limit on the services provided by the company. The closer the consumer expectations for the expected service the greater the likelihood of achieving satisfaction.

Types of Customer satisfaction.

1. Functional Satisfaction, is the satisfaction obtained from the function or usage of a product.
2. Psychological satisfaction, is the satisfaction derived from attributes that are intangible.

Characteristics of Customer satisfaction.

1. Loyal to a product, consumers are satisfied tend loyal where they would buy again from the same manufacturer.
2. Communication by word of mouth that is positive, communication by word of mouth (*word of mouth communication*) are positive that recommendation to prospective customers and say good things about the product and company.
3. The company becomes a major consideration when buying another brand when consumers want to buy another product, then the company which has given him satisfaction will be a major consideration.

Indicators of Customer satisfaction

1. Quality products, is that consumers will be satisfied if the assessment showed that the quality of products that they use.
2. Quality of care or services, is mainly for the service

industry, consumers will feel satisfied if they get good service or as expected.

3. Emotion, consumers will feel proud and gain confidence that other people would be amazed to him when using products with certain brands that tend to have a higher level of satisfaction. Satisfaction obtained not because of the quality of the product but the social value that makes consumers become satisfied with certain brands.
4. Price, a product that has the same quality but set a relatively cheap price would give a higher value to their custom¹⁰.
5. Costs, consumers who do not need to spend additional costs or do not need to waste time to get a product or service tend to be satisfied with the product or service. (Lupiyoadi, 2005: 158) ¹⁹.

Research Methods

Population and Sample

Population is a collection of individuals or research objects that have characteristics or characteristics set (Cooper and Emory, 2005) ⁵. Population used in this research is consumer from PT. GO-JEK Indonesia, in East Jakarta area as many as 110 consumers. T⁴³ sampling technique using *accidental sampling*, namely: *non-probability sampling* technique in which subjects have been selected for their convenient accessibility and proximity to the researchers.

Method of Collecting Data

According to Nur and Bambang (2005) ¹³, secondary data is research data obtained by researchers indirectly through intermediary media (obtained and recorded by other parties). Data obtained through relevant company data, materials or literature and other literature related to the issues discussed.

According to Nur and Bambang (2005) ¹³, primary data is the source of data collected directly from the original source (not through intermediate media). In this study, data collection techniques using primary data. The field study through three data collection techniques commonly used in the study of primary data, namely:

Questionnaire is a data collection technique that is done by giving a set of questions or written statement to the respondent to be answered (Sugiyono, 2010: 199) ²⁶. Researchers distributed questionnaires to respondents is consumers of PT.GO-JEK Indonesia. A closed question or statement. The scale used in measuring is the scale of the answers given using the four-scale scoring system (Likert). Researchers use a scale of four scores because to dispel doubts so that respondents are not confused in answering the questionnaire. To measure the opinion is used four-digit scale of the answer is very agree given a score of 4, the answer agreed given a score of 3, the answer is less agree given score 2 and the answer is not agree to score 1.

Test Instruments

a) Validity Test

Test Validity aims to check whether the contents of the

questionnaire is appropriate to measure what is wanted to be measured and adequately understood by all respondents indicated by the small percentage of respondents' answers that are not too deviate from the answers of other respondents. According Sugiyono (2008: 115), the validity can be done by correlating between items score instrument in a factor and correlate between factor scores with total score. If the correlation of each factor is positive and the magnitude of 0.3 and above then the factor is a strong variable.

The basis for decision making is:

1. If r is a positive result, and the count $r > r$ critical (0, 3), then the variable is valid.
2. If r is a positive result, and the count $r < r$ critical (0, 3), then the variable is not valid.

b) Test Reliability

According to Santoso (2002: 200) ²⁴ reliability refers to the consistency and stability of the value of certain measurement scale. Reliability concentrates on measurement accuracy issues and results. This study uses a reliability test with *Cronbach Alpha* coefficient (α). Reliability test using *Cronbach's Alpha* method, an instrument is said to be reliable if the alpha value greater than 0.6.

Santoso's decision making base (2004: 276) ²⁵ is:

1. If r is positive alpha and alpha $r > 0, 6$, then the variable reliable.
2. If r is positive alpha and alpha $r < 0, 6$, then the variable is not reliable.

Data Analysis Technique

Analysis technique in this research by using multiple linear regression to analyze existing data. Multiple linear regression is used because it is capable to test a series of hypotheses that have been formulated together where there is more than one dependent variable that is interrelated and test the feasibility of a model with research data. The ability to test this jointly formulated hypothesis is very important in this study, since the model in this study is a model of a relationship that requires simultaneous testing. It is also expected to conclude the feasibility of the research model proposed in this study. In one study, the possibility of problems in regression analysis is quite frequent in matching predictive models into a model entered into a series of data.

Results and Discussion

i) Instrument Test Results

1) Validity test

Validity is the level of reliability and the measuring tool used. Instrument said to be valid means showing the measuring tool used to get the data is valid or can be used to measure what should be measured (Sugiyono, 2008: 137). Thus, a valid instrument is an instrument that is really appropriate to measure what to measure. The following test results validity:

Table 1: Test Validity

Variables	Item question	R count	R table	Information
Customer Value	GO-JEK company can make customers want to order again.	0.802	0.3	valid
	The company can provide convenience to customers.	0.813	0.3	valid
	<i>Drivers</i> give hospitality to consumers.	0.819	0.3	valid
	GO-JEK provides the latest information on its services.	0.412	0.3	valid
	GO-JEK has employees who are always ready to serve customers.	0.843	0.3	valid
	<i>Drivers</i> are always socialized security tools (helmet) before driving.	0.457	0.3	valid
	GO-JEK provides discipline training for its employees to serve its customers.	0.917	0.3	valid
	GO-JEK always provides good service quality.	0.789	0.3	valid
	<i>Driver</i> discipline to comply with traffic signs.	0.825	0.3	valid
	GO-JEK offers affordable service prices.	0.893	0.3	valid
	GO-JEK always provide attractive promos for consumers.	0.417	0.3	valid
	GO-JEK does not accept any more money, only the rate is charged only.	0.909	0.3	valid
Quality of Service	GO-JEK always provide good service.	0.565	0.3	valid
	GO-JEK employees always provide timely service.	0.573	0.3	valid
	How to drive a reliable <i>driver</i> .	0.503	0.3	valid
	GO-JEK vehicles are worth driving.	0.605	0.3	valid
	GO-JEK has a strategic office building location.	0.639	0.3	valid
	Helmets which is used to meet the Indonesian National Standard (SNI).	0.509	0.3	valid
	GO-JEK provides timely service.	0.544	0.3	valid
	GO-JEK gives a friendly impression.	0.615	0.3	valid
	GO-JEK provides maximum service.	0.603	0.3	valid
	GO-JEK provides a sense of security.	0.644	0.3	valid
	Consumers get safety attributes (helmet and mask).	0.431	0.3	valid
	Consumer safety guaranteed by GO-JEK company.	0.474	0.3	valid
	Has a high sense of tolerance.	0.503	0.3	valid
	GO-JEK company responded to complaints.	0.496	0.3	valid
	GO-JEK has a sense of solidarity among colleagues.	0.494	0.3	valid
	Customer satisfaction	Has an easy-to-use feature.	0.534	0.3
GO-JEK application can be downloaded on any <i>smartphone</i> .		0.522	0.3	valid
Application security is assured from viruses.		0.514	0.3	valid
Complaints responded well		0.569	0.3	valid
GO-JEK reservations are fast.		0.489	0.3	valid
How to drive comfortable and safe <i>driver</i> .		0.527	0.3	valid
<i>Drivers</i> are always friendly to consumers.		0.448	0.3	valid
Can serve the consumer well.		0.618	0.3	valid
<i>Driver</i> to be polite.		0.693	0.3	valid
Prices are very competitive.		0.651	0.3	valid
Affordable prices.		0.654	0.3	valid
Prices follow the rise and fall of fuel.		0.651	0.3	valid
Easy payment.		0.646	0.3	valid
Payment system <i>go-pay</i> discount.		0.665	0.3	valid
<i>Go-pay</i> payment system cheaper.	0.532	0.3	valid	

Source: Primary data processed 2017

Based on Table 1 above, it can be concluded that 42 items statement from customer value variable, service quality variable, and customer satisfaction variable is valid. This is because the result of r arithmetic > critical r (0.3) of each statement, then declared valid (details can be seen in appendix).

b) Test Reliability

An instrument is said to be reliable if the measurement result

with the instrument is the same if the measurement is performed on the same person and at different times (but has the same condition). An instrument is considered reliable if the instrument can be trusted as a measurement of research data. Reliability testing research conducted with Cronbach Alpha formula. Reliability test results that researchers do, namely:

Table 2: Reliability Test

Variables	Alpha coefficient (α)	Standard	Information
Customer Value	0.920	0.72	Reliable
Quality of Service	0.829	0.6	Reliable
Customer satisfaction	0.858	0.6	Reliable

Source: Primary data processed 2017

Based on Table 2 above, at the value of alpha coefficient customers of 0.920 > 0.6, while the quality of service

coefficient alpha of 0.829 > 0.6 and the customer satisfaction coefficient alpha of 0.858 > 0.6. If the value of alpha > 0.6

means sufficient reliability. Thus, it can be concluded that all variables are reliable.

ii) Result Description Respondents

In the description of respondents researchers describe the gender of respondents, age of respondents and the number of respondents work, as follows:

a) Description of Respondents by Sex

The sexes used as respondents regarding consumer interest using GO-JEK transport services are as follows:

Table 3: Sex of Respondents

No	Gender	F	%
1	Man	36	42
2	women	50	58
amount		86	100

Source: Primary data processed 2017

Based on Table 3 above, the respondent's description of male sex is 36 or 42%, while the respondent to female gender is 50 or 58%, of total amount 86 or 100%. So, on female respondents who mostly use GO-JEK transportation services as much as 50 or 58%.

b) Description of Respondents by Age

To know more clearly about the age of respondents who use GO-JEK transportation services from the ages of 20-30, 31-40, 41-50, and 51-60 can be seen in the following table:

Table 4: Respondents Age

No	Age	F	%
1	21-30 Years	52	60
2	31-40 Years	12	14
3	41-50 Years	14	16
4	51-60 Years	8	10
amount		86	100

Source: Primary data processed 2017.

a) Customer Value

Table 6: Description of Customer Value Variable

Item Statement	Assessment								Average
	SS	%	S	%	KS	%	TS	%	
Value Emotional (<i>Emotional Value</i>).									
GO-JEK company can make customers want to order again.	22	25%	57	66%	6	7%	1	1%	3.12
The company can provide convenience to customers.	22	25%	57	66%	6	7%	1	1%	3.16
Drivers give hospitality to consumers.	19	22%	55	64%	9	10%	3	3%	3.05
Social value (<i>Social Value</i>).									
GO-JEK provides the latest information about its services.	21	24%	55	64%	7	8%	3	3%	3.09
GO-JEK has employees who are always ready to serve customers.	20	23%	54	63%	11	13%	1	1%	3.08
Drivers are always socialized security tools (helmet) before driving.	21	24%	54	63%	6	7%	5	6%	3.06
Quality / Performance Value (<i>Quality / Performance Value</i>).									
GO-JEK provides discipline training for its employees to serve its customers.	21	24%	55	64%	9	10%	1	1%	3.12
GO-JEK always provide good service quality.	19	22%	57	66%	7	8%	3	3%	3.07
Driver discipline to comply with traffic signs.	19	22%	55	64%	9	10%	3	3%	3.05
Price / Value of Money (<i>Price / Value of Money</i>).									
GO-JEK offers affordable service prices.	22	25%	54	63%	9	10%	1	1%	3.13
GO-JEK always provides an interesting promo for customers.	24	28%	50	58%	9	10%	3	3%	3.10
GO-JEK do not receive more money, only tariffs imposed only.	20	23%	57	66%	8	9%	1	1%	3.12
Customer value									3:09

Sources: Primary data is processed in 2017

Based on Table 4 above age, users of GO-JEK aged 21-30 years were 52 or 60%, for ages 31-40 years of 12 or 14%, while at age 41-50 years as many as 14 or 16%, and those last at the age of 51-60 years has a frequency of 8 or 10%, with a total of 86 or 100%. Thus, at the age of the respondents, it can be concluded that GO-JEK users at 21-30 years of age dominate by using GO-JEK transportation service with a percentage of 52 or 60%.

c) Description of Respondents by Number of Jobs.

In this research there are several types of respondent's work such as student, student, civil servant, private company employee, entrepreneur, and others which can be seen in table as follows:

Table 5: Number of Respondents Work

No	Work	F	%
1	Student	7	8
2	College student	41	48
3	Civil servants	10	12
4	Employees of private companies	9	10
5	entrepreneur	15	17
6	Etc	4	5
amount		86	100

Source: Primary data processed 2017

Based on Table 5 the number of student respondents of GO-JEK users is 7 or 8%, 41 or 48% of students, civil servants of 10 or 12%, while private sector employees of 9 or 10%, entrepreneurs of 15 or 17%, and others of 4 or 5%. Thus, the largest number of GO-JEK users are students who use more dominant transportation services with a frequency of 41 or 48%.

iii) Results Description Variable Research

In Table researchers describe all representations of each variable scale scoring system that uses four (*Likert*), namely:

1) Value Emotional (Emotional Value).

Emotional value is an indicator of customer value as measured by the three point statement, the company GO-JEK can make customers want to order more, the company can provide convenience to customers and *drivers* providing hospitality to customers. The average value of the emotional value of 3:12, this suggests GO-JEK customers tend to strongly agree that the emotional value form of customer value.

Item first statement saying the company GO-JEK can make customers want to order more, of the 86 respondents who stated strongly agree as many as 22 respondents or 25%, 57 respondents or 66% agree, 6 respondents or 7% expressed less agreed, and 1 or 1% of respondents disagree. The average value of 3:16 means customers GO-JEK states tend to strongly agree that the company GO-JEK can make customers want to order again.

Grain second statement stating that the company can provide convenience to customers, from 86 respondents who stated strongly agree as many as 22 respondents or 25%, 57 respondents or 66% agree, 6 respondents or 7% expressed less agreed, and first responder or 1% disagree. The average value of 3:16 means customers GO-JEK states tend to strongly agree that the company can provide convenience to customers.

Grain third statement stating that the *driver* gives hospitality to customers from 86 respondents who stated strongly agree as many as 19 respondents or 22%, 55 respondents or 64% agree, 9 respondents or 10% said less agree, and 3 respondents or 3% stated disagree. The average value of 3:05 means customers GO-JEK states tend to strongly agree that the *drivers* give hospitality to customers.

2) Social value (Social Value).

Emotional value is an indicator of customer value as measured by the three point statement, the GO-JEK provide updated information on His ministry, the GO-JEK has always alert employees serve customers and *drivers* always socialized security tools (helmet) before driving. The average value of the social value of 3:07, this suggests GO-JEK customers tend to strongly agree that social values form of customer value.

Item first statement stating that the GO-JEK provide updated information on His ministry, of the 86 respondents who stated strongly agree as many as 21 respondents or 24%, 55 respondents or 64% agree, 7 respondents or 8% expressed less agreed, and 3 respondents or 3% disagree. The average value of 3:09 means customers GO-JEK states tend to strongly agree that the GO-JEK provide the latest information on His ministry

Grain second statement stating that the GO-JEK have employees who are always swiftly serve customers, from 86 respondents who stated strongly agree as many as 20 respondents or 23%, 54 respondents or 63% agreed, 11 respondents or 13% said less agree, and 1 or 1% of respondents disagree. The average value of 3:08 means customers GO-JEK states tend to strongly agree that GO-JEK has always alert employees serve customers.

Grain third statement stating that the *driver* always socialized security tools (helmet) before driving, from 86 respondents who stated strongly agree as many as 21 respondents or 24%, 54 respondents or 63% agree, 6 respondents or 7% expressed less agreed, and 5 or 6% of respondents disagree. The average value of 3:06 means customers GO-JEK states tend to strongly

agree that the *driver* always socialized security tools (helmet) before driving.

3) Quality / Performance Value (Quality / Performance Value).

Quality / performance value is an indicator of customer value as measured by the three point statement, the GO-JEK provide discipline training for its employees to serve customers. GO-JEK quality always provide good service and *driver* discipline to obey traffic signs. The average value of quality / performance value of 3:08, this suggests GO-JEK customers tend to strongly agree that the quality / performance value form of customer value.

Item first statement stating that the GO-JEK provide training discipline for employees to serve customers, from 86 respondents who stated strongly agree as many as 21 respondents or 24%, 55 respondents or 64% agree, 9 respondents or 10% said less agreed, and 1 respondent or 1% disagree. The average value of 3:12 means customers GO-JEK states tend to strongly agree that GO-JEK provide discipline training for its employees to serve customers.

Grain second statement stating that the GO-JEK always provide the quality of service is good, from 86 respondents who stated strongly agree as many as 19 respondents or 22%, 57 respondents or 66% agree, 7 respondents or 8% expressed less agreed, and 3 respondents or 3% disagree. The average value of 3:07 means customers GO-JEK states tend to strongly agree that GO-JEK always provide good quality services.

Grain third statement stating that the *driver* discipline in obeying traffic signs, from 86 respondents who stated strongly agree as many as 19 respondents or 22%, 55 respondents or 64% agree, 9 respondents or 10% said less agree, and 3 respondents or 3% disagree. The average value of 3:05 means customers GO-JEK states tend to strongly agree that *driver* discipline to comply with traffic signs.

4) Price / Value of Money (Price / Value of Money).

Price / value for money is an indicator of customer value as measured by the three point statement, the GO-JEK offer price, which is affordable, GO-JEK always provide promos that interest customers and GO-JEK do not receive more money, only tariffs imposed only. The average value of the price / value of money amounting to 3.11, this indicates GO-JEK customers tend to strongly agree that the price / value form of customer value.

Item first statement stating that the GO-JEK offer price, which is affordable, from 86 respondents who stated strongly agree as many as 22 respondents or 25%, 54 respondents or 63% agree, 9 respondents or 10% said less agree, and first responder or 1% disagree. The average value of 3:13 means customers GO-JEK states tend to strongly agree that GO-JEK offer services that are affordable prices.

Grain second statement stating that the GO-JEK always provide promos that interest customers, from 86 respondents who stated strongly agree as many as 24 respondents or 28%, 50 respondents or 68% agree, 9 respondents or 10% said less agree, and 3 or 3% of respondents disagree. The average value of US \$ 3.10 means customers GO-JEK states tend to strongly agree that GO-JEK always provides an interesting promo for customers.

Grain third statement stating that the GO-JEK do not receive more money, only the rates charged, from 86 respondents who stated strongly agree as many as 20 respondents or 23%, 57 respondents or 66% agree, 8 respondents or 9% said less agree and 1 or 1% of respondents disagree. The average value of 3:12 means customers GO-JEK states tend to strongly agree that GO-JEK do not receive more money, only tariffs imposed only.

Based on the description above, the average value of the variable customer value of 3:09, which means customers GO-

47 X agree that the customer value created by value indicators of emotional (*emotional value*), social values (*social value*), quality / performance value (*quality / performance value*), and the price / value of money (*price / value of money*).

Based on the indicators and the biggest statement contained in the emotional value indicators (*emotional value*), namely that the GO-JEK enterprise customers can make customers want to order again and the company can provide convenience to customers.

b) Quality of Service

Table 7: Description of Variable Quality of Service

Item Statement	Appraisal								Average
	SS	%	S	%	KS	%	TS	%	
Reliability (<i>Reliability</i>)									
GO-JEK always provide good service.	16	19%	48	56%	17	20%	5	6%	2.84
GO-JEK employees always provide timely service.	19	22%	45	52%	17	20%	5	6%	2.87
How to drive <i>the driver</i> can rely on.	4	5%	59	69%	19	22%	4	5%	2.91
Physical Evidence (<i>Tangibles</i>)									
GO-JEK decent vehicle to drive.	7	8%	61	71%	17	20%	1	1%	2.73
GO-JEK has the strategic location of the office building.	7	8%	59	69%	16	19%	4	5%	2.81
Helmets used meet the Indonesian National Standard (SNI).	5	6%	61	71%	16	19%	4	5%	2.86
Responsiveness (<i>Responsiveness</i>)									
GO-JEK provide timely service.	7	8%	58	67%	17	20%	4	5%	2.78
GO-JEK give a friendly impression.	12	14%	51	59%	15	17%	8	9%	2.79
GO-JEK provide maximum service.	11	13%	50	58%	18	21%	7	8%	2.78
Assurance (<i>Assurance</i>)									
GO-JEK give a sense of security.	12	14%	51	59%	15	17%	8	9%	2.76
Consumers get the attributes of safety (helmet and face mask).	13	15%	48	56%	21	24%	4	5%	2.81
Consumer safety is guaranteed by the company GO-JEK.	16	19%	46	53%	19	22%	5	6%	2.81
Empathy (<i>Empathy</i>)									
Have a high tolerance.	13	15%	54	63%	12	14%	7	8%	2.85
GO-JEK company respond complaint.	13	15%	54	63%	12	14%	7	8%	2.85
GO-JEK have a sense of solidarity among co-workers.	13	15%	54	63%	11	13%	8	9%	2.84
Quality of Service									
									2.81

Sources: Primary data is processed in 2017.

1) Reliability (*Reliability*)

Reliability is an indicator of the quality of service is measured through three point statement, the GO-JEK always provide good service, GO-JEK employees always provide timely service and how to drive *the driver* can rely on. The average value of the reliability of 2.84, demonstrating the GO-JEK customers tend to agree that the reliability of shaping the quality of service.

Item first statement stating that the GO-JEK always provide good service, from 86 respondents who stated strongly agree as many as 16 respondents or 19%, 48 respondents or 56% agreed, 17 respondents or 20% said less agree, and 5 respondents or 6% disagree. The average value of 2.87 means that customers GO-JEK states tend to agree that GO-JEK always provide good service.

Grain second statement that employees GO-JEK always provide timely service, from 86 respondents who stated strongly agree as many as 19 respondents or 22%, 45 respondents or 52% agreed, 17 respondents or 20% said less agree, and 5 respondents or 6% disagree. The average value of 2.91 means that customers GO-JEK states tend to agree that employees of GO-JEK always provide timely service.

Grain third statement stating that how to drive *the driver* can

be relied upon, from 86 respondents who stated strongly agree as many as 4 respondents or 5%, 59 respondents or 69% agreed, 19 respondents or 22% said less agree, and 4 respondents or 5% stated disagree. The average value of 2:37 means customers GO-JEK states tend to agree that the way to drive *the driver* can rely on.

2) Physical Evidence (*Tangibles*).

Physical evidence is an indicator of the quality of service is measured through three point statement, the GO-JEK decent vehicle to drive, GO-JEK has the strategic location of the office building and helmets used meet the Indonesian National Standard (SNI). The average value of physical evidence at 2.81, demonstrating the GO-JEK customers tend to agree that the physical evidence establish quality of service.

Item first statement stating that the vehicle GO-JEK decent to drive, of the 86 respondents who stated strongly agree as many as seven respondents or 8%, 61 respondents or 71% agreed, 17 respondents or 20% said less agree, and first responder or 1% disagree. The average value of 2.86 means that customers GO-JEK states tend to agree that the GO-JEK decent vehicle to drive.

Grain second statement stating that the GO-JEK has locations

office buildings are located, from 86 respondents who stated strongly agree as many as seven respondents or 8%, 59 respondents or 69% agreed, 16 respondents or 19% did not agree, and 4 respondents or 5% disagree. The average value of 2.80 means that customers GO-JEK states tend to agree that GO-JEK has the strategic location of the office building.

Grain third statement stating that the helmets used meet the national standard of Indonesia (SNI), from 86 respondents who stated strongly agree as many as five respondents, or 6%, 61 respondents or 71% agreed, 16 respondents or 19% did not agree, and 4 or 5% of respondents disagree. The average value of 2.78 means that customers GO-JEK states tend to agree that the helmet used meet the Indonesian National Standard (SNI).

3) Responsiveness (*Responsiveness*)

Responsiveness is an indicator of the quality of service is measured through three point statement, the GO-JEK provide timely service, GO-JEK give the impression of a friendly and GO-JEK provide maximum service. The average value of the responsiveness of 2.77, demonstrating the GO-JEK customers tend to agree that the responsiveness form the quality of service.

Item first statement stating that the GO-JEK provide timely service, from 86 respondents who stated strongly agree as many as seven respondents or 8%, 58 respondents or 67% agreed, 17 respondents or 20% said less agree, and 4 respondents or 5 % disagree. The average value of 2.79 means that customers GO-JEK states tend to agree that GO-JEK provide timely service.

Grain second statement stating that the GO-JEK give the impression of friendly, of the 86 respondents who stated strongly agree as many as 12 respondents or 14%, 51 respondents or 59% agreed, 15 respondents or 17% said less agree, and 8 respondents or 9% disagree. The average value of 2.78 means that customers GO-JEK states tend to agree that GO-JEK give a friendly impression.

Grain third statement stating that the GO-JEK provide maximum services, from 86 respondents who stated strongly agree as many as 11 respondents or 13%, 50 respondents or 58% agreed, 18 respondents or 21% said less agree, and 7 respondents or 8% disagree. The average value of 2.76 means that customers GO-JEK states tend to agree that GO-JEK provide maximum service.

4) Assurance (*Assurance*).

Assurance is an indicator of the quality of service is measured through three point statement, the GO-JEK provide safety, consumers get the attributes of safety (helmet and mask) and consumer safety is guaranteed by the company GO-JEK. The average value of the responsiveness of 2.81, demonstrating the GO-JEK customers tend to agree that the guarantee form the quality of service.

Item first statement stating that the GO-JEK give a sense of security, of the 86 respondents who stated strongly agree as many as 12 respondents or 14%, 51 respondents or 59% agreed, 15 respondents or 17% said less agree, and 8 respondents or 9% disagree. The average value of 2.78 means that customers GO-JEK states tend to agree that GO-JEK give

a sense of security.

Grain second statement stating that the consumer gets the attributes of safety (helmet and mask), from 86 respondents who stated strongly agree as many as 13 respondents or 15%, 48 respondents or 56% agreed, 21 respondents or 24% said less agree, and 4 respondents or 5% disagree. The average value of 2.81 means that customers GO-JEK states tend to agree that the consumers get the attributes of safety (helmet and face mask).

Grain third statement stating that consumer safety is guaranteed by the company GO-JEK, from 86 respondents who stated strongly agree as many as 16 respondents or 19%, 46 respondents or 53% agreed, 19 respondents or 22% said less agree, and 5 respondents or 6% disagree. The average value of 2.85 means that customers GO-JEK states tend to agree that the safety of the consumer is guaranteed by the company GO-JEK.

5) Empathy (*Empathy*).

Empathy is an indicator of the quality of service is measured through three point statement, which has a high tolerance, the company GO-JEK want to respond to complaints and GO-JEK have a sense of solidarity among co-workers. The average value of empathy 2.84, it indicates the GO-JEK customers tend to agree that empathy shape the quality of service.

Item first statement stating that tolerating a high of 86 respondents stated strongly agree as many as 13 respondents or 15%, 54 respondents or 63% agreed, 12 respondents or 14% said less agree, and 7 respondents or 8% stated disagree. The average value of 2.85 means that customers GO-JEK states tend to agree that it has a high tolerance.

Grain second statement saying the company GO-JEK want to respond to complaints, from 86 respondents who stated strongly agree as many as 13 respondents or 15%, 54 respondents or 63% agreed, 12 respondents or 14% said less agree, and 7 respondents or 8% disagree. The average value of 2.85 means that customers GO-JEK states tend to agree that the company GO-JEK want to respond to complaints.

Grain third statement stating that the GO-JEK have a sense of solidarity among co-workers, from 86 respondents who stated strongly agree as many as 13 respondents or 15%, 54 respondents or 63% agreed, 11 respondents or 13% said less agree, and 8 respondents or 9% disagree. The average value of 2.84 means that customers GO-JEK states tend to agree that GO-JEK have a sense of solidarity among co-workers.

Based on the description above, the average value of the variable quality of service amounted to 2.81, which means customers GO-JEK tend to agree that the quality of service published by the indicators of reliability (*reliability*), physical evidence (*tangibles*), responsiveness (*responsiveness*) assurance (*assurance*), and empathy (*empathy*).

Based on the indicators and statement of the largest found on indicators of reliability (*reliability*) and empathy (*empathy*), which states that employees of GO-JEK always provide timely service and have a sense of tolerance is high, and the company GO-JEK want to respond to complaints and have a sense of solidarity among colleagues work.

c) Customer satisfaction

Table 8: Variable Description Customer satisfaction

Item Statement	Appraisal								Average
	SS	%	S	%	KS	%	TS	%	
Product quality.									3:05
Has features that are easy to use.	21	24%	51	59%	11	13%	3	3%	3:05
GO-JEK application can be <i>downloaded</i> on <i>smartphones</i> of any kind.	21	24%	49	57%	13	15%	3	3%	3:02
Application security is assured of a virus.	24	28%	46	53%	14	16%	2	2%	3:07
Quality of care or services.									2.82
Complaints addressed properly.	23	27%	44	51%	17	20%	2	2%	3:02
GO-JEK booking fast.	9	10%	48	56%	29	34%	0	0%	2.77
How to drive <i>the driver</i> comfortably and securely.	6	7%	51	59%	26	30%	3	3%	2.70
Emotions.									2.72
<i>Drivers</i> are always friendly to consumers.	8	9%	50	58%	28	33%	0	0%	2.77
Serve customers well.	7	8%	51	59%	27	31%	1	1%	2.74
<i>Driver</i> to be polite.	6	7%	47	55%	32	37%	1	1%	2.67
Price.									2.69
The prices are very competitive.	7	8%	45	52%	32	37%	2	2%	2.66
Affordable prices.	6	7%	46	53%	32	37%	2	2%	2.65
Prices followed the rise and fall of fuel.	10	12%	48	56%	26	30%	2	2%	2.77
Cost.									2.74
Easy payment.	9	10%	49	57%	26	30%	2	2%	2.76
Payment system <i>go-pay</i> discount.	10	12%	47	55%	27	31%	2	2%	2.76
Payment system <i>go-pay</i> cheaper.	8	9%	48	56%	27	31%	3	3%	2.71
Customer satisfaction									2.80

Sources: Primary data is processed in 2017

1) Product quality

The quality of products is an indicator of customer satisfaction as measured by the three point statement, which has convenient features, GO-JEK application can be *downloaded* on *smartphones* of any kind and application security is assured of a virus. The average value of the product quality 3:05, this indicates GO-JEK customers tend to strongly agree that the quality of the products shaping customer satisfaction.

Item first statement which states that has features that are easy to use, out of 86 respondents stated strongly agree as many as 21 respondents or 24%, 51 respondents or 59% agreed, 11 respondents or 13% said less agree, and 3 respondents or 3% stated disagree. The average value of 3:05 means customers GO-JEK states tend to strongly agree that it has features that are easy to use.

Grain second statement stating that the application GO-JEK can be *downloaded* on *smartphones* any, of the 86 respondents who stated strongly agree as many as 21 respondents or 24%, 49 respondents or 57% agreed, 13 respondents or 15% said less agree, and 3 or 3% of respondents disagree. The average value of 3:02 means customers GO-JEK states tend to strongly agree that GO-JEK application can be *downloaded* on *smartphones* of any kind.

Grain third statement stating that application security is assured of a virus, of the 86 respondents who stated strongly agree as many as 24 respondents or 28%, 46 respondents or 53% agreed, 14 respondents or 16% said less agree, and 2 respondents or 2% stated disagree. The average value of 3:07 means customers GO-JEK states tend to strongly agree that safety is assured application of the virus.

2) Quality of Service or Services

Quality of care or service is an indicator of customer satisfaction as measured by the three point statement, the

complaint addressed properly, GO-JEK booking quickly and how to drive *the drivers* comfortable and safe. The average value of the quality of service or service is 2.82, it indicates the GO-JEK customers tend to agree that the quality of service or service form customer satisfaction.

Item first statement stating that the complaint addressed properly, from 86 respondents who stated strongly agree as many as 23 respondents or 27%, 44 respondents or 51% agreed, 17 respondents or 20% said less agree, and 2 respondents or 2% expressed agree. The average value of 3:02 means customers GO-JEK states tend to strongly agree that the complaint addressed properly.

Grain second statement stating that the reservation GO-JEK fast, from 86 respondents who stated strongly agree as many as 9 respondents or 10%, 48 respondents or 56% agreed, 29 respondents or 34% said less agree, and 0 respondents or 0% stated disagree. The average value of 2.77 means that customers GO-JEK states tend to agree that GO-JEK booking fast.

Grain third statement stating that how to drive *the driver* comfortably and securely, from 86 respondents who stated strongly agree as many as six respondents or 7%, 51 respondents or 59% agreed, 26 respondents or 30% said less agree, and 3 respondents or 3% disagree. The average value of 2.70 means that customers GO-JEK states tend to agree that the way of driving *the driver* comfortably and securely.

3) Emotions

Emotion is an indicator of customer satisfaction as measured by the three point statement, the *driver* always friendly to consumers, serve customers well and *the drivers* polite. The average value of 2.72 emotions, this suggests respondents are less likely to agree that emotions form of customer satisfaction.

Item first statement stating that the *driver* is always friendly to consumers, from 86 respondents who stated strongly agree as many as 8 respondents or 9%, 50 respondents or 58% agreed, 28 respondents or 33% said less agree, and 0 respondents or 0% stated disagree. The average value of 2.77 means that customers GO-JEK states tend to agree that *the drivers* are always friendly to consumers.

Grain second statement which states that could serve customers well, from 86 respondents who stated strongly agree as many as seven respondents or 8%, 51 respondents or 59% agreed, 27 respondents or 31% said that less agree, and first responder or 1% stated disagree. The average value of 2.74 means that customers GO-JEK states tend to agree that it can serve customers well.

Grain third statement stating that the *driver* was polite, of 86 respondents stated strongly agree as many as six respondents or 7%, 47 respondents or 55% agreed, 32 respondents or 37% said less agree, and first responder or 1% did not agree. The average value of 2.67 means that customers GO-JEK states tend to agree that *drivers* behave.

4) Price

Price is an indicator of customer satisfaction as measured by the three point statement, the price is **68** very competitive, affordable prices and the price follows **the rise and fall of fuel**. The value of the average price of 2.69, suggesting respondents are less likely to agree that the price is forming customer satisfaction.

Item first statement stating that the price is very competitive, from 86 respondents who stated strongly agree as many as seven respondents or 8%, 45 respondents or 52% agreed, 32 respondents or 37% said less agree, and 2 respondents or 2% disagree. The average value of 2.66 means that customers GO-JEK states tend to agree that the price is very competitive.

Grain second statement stating that the price is affordable, from 86 respondents who stated strongly agree as many as six respondents or 7%, 46 respondents or 53% agreed, 32 respondents or 37% said less agree, and 2 respondents or 2% disagree. The average value of 2.65 means that customers GO-JEK states tend to agree that the price is affordable.

Grain third statement stating that the price follows the rise and fall of fuel, of 86 respondents stated strongly agree as many as 10 respondents or 12%, 48 respondents or 56% agreed, 26 respondents or 30% said less agree, and 2 respondents or 2% disagree. The average value of 2.77 means that customers GO-JEK states tend to agree that the price follows the rise and fall of fuel.

5) Cost

Cost is another indicator of customer satisfaction as measured by the three point statement, the easy payment, payment system *go-pay* many discount and payment system *go-pay* cheaper. The value of the average cost of 2.74, suggesting respondents are less likely to agree that the cost form of customer satisfaction.

Item first statement which states that the payment is easy, of 86 respondents stated strongly agree as many as 9 respondents or 10%, 49 respondents or 57% agreed, 26 respondents or 30% said less agree, and 2 respondents or 2% disagree. The average value of 2.76 means that customers GO-JEK states

tend to agree that the payment easier.

Grain second statement stating that the payment system is a *go-pay* a lot of discounts, from 86 respondents who stated strongly agree as many as 10 respondents or 12%, 47 respondents or 55% agreed, 27 respondents or 31% said that less agree, and 2 respondents or 2 % disagree. The average value of 2.76 means that customers GO-JEK states tend to agree that the payment system is a *go-pay* discount.

Grain third statement stating that the payment system is a *go-pay* less, of the 86 respondents who stated strongly agree as many as 8 respondents or 9%, 48 respondents or 56% agreed, 27 respondents or 31% said that less agree, and 3 respondents or 3 % disagree. The average value of 2.71 means that customers GO-JEK states tend to agree that the payment system is a *go-pay* cheaper.

Based on the indicators and the biggest statement contained in the customer satisfaction indicators of 2.80 means GO-JEK customers tend to agree that customer satisfaction is formed by an indicator of product quality, service quality or service, emotion, pricing, and fees. Based on the indicators and the biggest statement contained in the product quality indicators of 3:07 means that consumers are likely to strongly agree that safety is assured application of the virus.

Conclusions and Recommendations

Basically, the better the customer value and service quality, the better the customer satisfaction achieved at the company PT.GO-JEK. This finding is consistent with previous theoretical views of researchers about the factors that affect customer satisfaction, where variable customer value and service quality significantly influence customer satisfaction. The results also support previous findings that do Karadeniz and Gözüyükrü (2016) ^[14], Ikasari, Suryoko and Nurseto (2013) ^[12], and Suryatiningsih (2013) ^[28].

This finding is consistent with previous theoretical views of researchers who claim that customers value a significant effect on customer satisfaction. The results also support previous findings that do Karadeniz and Gözüyükrü (2016) ^[14], Ikasari, Suryoko and Nurseto (2013) ^[12], and Suryatiningsih (2013) ^[28]. This finding is also consistent with theoretical views of researchers terdahulu stating that the quality of service significantly influence customer satisfaction. The results also support previous findings that do Karadeniz and Gözüyükrü (2016) ^[14], Ikasari, Suryoko and Nurseto (2013) ^[12], and Suryatiningsih (2013) ^[28].

In connection with the research that has been done, then the advice that can be given is as follows:

- 1. For researchers:** Further research is needed on the factors that affect customer satisfaction in order to more accurately in add **61** n to variable customer value and quality of service. **This study is necessary to explore other factors that can affect to the improvement of customer satisfaction as a factor of service, comfort, safety and other factors.**
- 2. For Readers:** As a reference for the reader, the guideline for comparison in the same study as well as add insight to **67** reader.
- 3. For the Company:** The results of this study can be used as consideration for the company GO-JEK in an effort to increase customer value and service quality on customer

satisfaction and thus creating a performance in line with expectations of companies and consumers.

The social value gives ratings lowest in customer value, to improve the assessment on social values is expected that the GO-JEK provide updated information on His ministry, furthermore expected that the GO-JEK have employees who are always swiftly serve customers and the expected *driver* always socialized security tools (helmet) before drive.

Responsiveness give the lowest ratings on the quality of service, to improve the assessment of responsiveness is expected that the GO-JEK provide timely service, furthermore expected that the GO-JEK give the impression of a friendly and GO-JEK expected to provide maximum service.

Price gives the lowest ratings on customer satisfaction, to improve the assessment on the expected price that is very competitive prices, furthermore expected that affordable prices and are expected to follow the rise and fall of the price of fuel.

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Effect of customer value and quality of service on customer satisfaction (Case study on consumers GO-JEK, Jakarta Indonesia)

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