CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the results of analysis and discussion about the impact of Service Quality and Electronic Service Quality on Customer Loyalty mediated by Customer Satisfaction of Gojek users in Indonesia, mostly in Surabaya, East Java, using Structural Equation Modelling (SEM), the conclusion can be illustrated as follows:

1. The first hypothesis is that Service Quality has a positive and significant impact on Customer Satisfaction. This shows that by establishing considerable service quality, Gojek can maintain the customer satisfaction through the implications of certain criteria such as availability and accessibility. Therefore, the first hypothesis is accepted.

2. The second hypothesis is Electronic Service Quality has a positive and significant impact on Customer Satisfaction. This concludes that by focusing on electronic service quality, Gojek can increase customer satisfaction through certain dimensions, for example—application design and information quality. Electronic Service Quality has a stronger influence on Customer Satisfaction (see: t-Value as shown in Table 4.19), since Gojek is an online transportation company, which emphasizes more on the informational accuracy of the application. Therefore, the second hypothesis is accepted.

3. The third hypothesis is Customer Satisfaction has a positive and significant impact on Loyalty. This concludes that when customers are satisfied, they can build loyalty based on the particular company, which is Gojek. Therefore, the third hypothesis is accepted.

5.2 Limitations of Research

The limitations in this research include the result of normality test which does not follow the normal distribution function. Consequently, the result of this research can only be used for this research only. Also, this research used 150 samples only. The results will ultimately be different if more samples are used. For further research, certain indicators can be used to measure variables more precisely.

5.3 Suggestions

Based on the conclusion shown in section 5.1, several recommendations can be given in the form of suggestions that can be taken into consideration for Gojek management and next academic researchers:

5.3.1 Suggestion for Future Research

1. For future study, an additional variable would be a great idea to be included in the next research. Variable such as perceived quality can be included in the research. Therefore, researcher to be able to get a better understanding on the impacts of customer's satisfaction regarding the services being offered. In addition, further research can develop a more comprehensive model to examine service quality and electronic service quality of online transportation services, based on the moderation of age, for instance.

2. For future study, it will be advantageous if the sample size is larger than 150 people, and the focus shift on Gojek's competitors such as Uber or Grab. An increase in the number of respondents would be recommended to provide better results as transportation application has been used by myriad of people in Indonesia since years ago, especially in a very modernized and densely populated city such as Surabaya and Jakarta.

3. This study is limited because majority of samples were students, university students, or working millennials. Furthermore, the result does not represent the whole population of the users of mobile transportation application. Future research may divide proportion of samples properly based on research's object.

5.3.2 Suggestion for Implication

1. Table 4.7 shows how the service quality of Gojek is overall agreeable, according to customers. Gojek has two strongest point, in terms of providing good quality motorcycles and easiness in guiding customers with service selection. Currently, Gojek is attempting to increase exposure on the various service selections that it offers, from Go-Life to Go-Massage. When compared to its competitors, Gojek certainly do branch out more, in terms of providing service selections. Therefore, the management of Gojek should continue exploring opportunities of new services that has not been offered yet in Indonesia, such as providing babysitter, make-up artists, or even dog-keepers, while still offering practicality to its users.

2. For Electronic Service Quality Variable (Table 4.8), the strongest point of Gojek lays on the quick user interface and payment system. It is understandable, since Gojek uses two-way verification for its payment system, with direct picture of users and ID card number. In addition to that, Gojek also quickly sends out text message with password, when one first logs in to its application. For future reference, Gojek should be more discreet in terms of giving out password to users, as there are hackers out there who wish to steal virtual money from Gojek customers.

3. For the variables of Customer Satisfaction and Customer Loyalty, Gojek should keep innovating in terms of big data analytics and algorithm. When the application can understand each personal needs of its customers, people will keep using Gojek in the future as they are assumed to have genuinely satisfying experience with Gojek.

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