

Building the Credence by Providing Satisfaction through the Quality of *Ojol Go-jek* Services (on-Line Transportation)

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Abstract: The results obtained in the study, such as: Credence variable with T value of $9,989 > 1,660$ and p -value of $0.000 < 0.05$. Standardized Coefficient of 0.521 . The results of the estimated analysis for credence variables were T value of $8,532 > 1,660$ and a p -value of $0.000 < 0.05$. Standardized coefficient of 0.489 which indicates consumer credence has a positive and significant effect on customer satisfaction. The estimated path analysis for service quality variables that were obtained, T value of $3,688 > 1,660$ with a p -value of $0.000 < 0.05$ and a Standardized Coefficient of 0.260 . Standardized coefficient of 0.260 which indicates the quality of service has a positive and significant effect on customer satisfaction. If the services received are as expected, then the quality of services is perceived to be good and satisfactory. If the service received exceeds customer expectations, then the quality of service is perceived ideally. Conversely, if the services received are lower than expected, then the quality of services is considered poor

Keywords: Credence, Satisfaction through Quality of Service

1. INTRODUCTION

Transportation is a tool that is needed today, because transportation can expedite daily activities. *Ojek* is an informal public transportation in the form of a motorbike, which is still in demand by the public because its faster. If we look closely, there are many issues that need to be addressed, such as issues of safety, courtesy and fairness of prices and services. The price problem is the most frequent obstacle for passengers. *Ojek* drivers charge their own way. There was an idea to build a taxi motorbike company, with added value that was different from general *Ojek*. Managed professionally, by providing call centers and offices. The services provided are indeed more standard, such as safety standards, ethical of politeness and importantly the price is standard, one of this company of transportation is *Ojol Go-jek*.

Ojol Go-jek has several transportation services besides two wheels such as *Go-box*; *Go-car*. *Ojol Go-jek* has a business system by partnering with other parties or stakeholders, one of which is a driver who has specifications set by this online-based transportation company. In the business world, the online transportation model is of course competing to attract consumers by prioritizing service quality so that it leads to consumer satisfaction. However, there are consumers who still complaining about the services available on this *Ojol Go-jek* transportation service. Of course, it is interesting to study the various efforts made by the *Ojol Go-jek* company to build the trust or credence so that consumers get satisfy with various attractive quality service offer by the company.

Previous Study

Rifaldi, Kadunci and Sulistyowati (2016), examined the Effect of *Go-jek* Online Transportation Service Quality on Satisfaction. This study used service quality variables as independent variables using five research indicators, namely display evidence, reliability, responsiveness, assurance and empathy. Based on the results of simple correlation analysis, it was found that the correlation was 0.641 , which means that there was a positive relationship because the R value was positive. Meanwhile, based on the results of the determination index, the percentage effect of service quality on customer satisfaction is 41.1% , which means that it shows a very strong relationship.

Tri UlfaWardani (2017), examines the effect of service quality on customer satisfaction in the *Go-jek* transportation service business. The results show that the indicators of this study are valid and

reliable. In the classical assumption test, the data is normally distributed, there is no heteroedasticity and multicollinearity. In the tangible hypothesis test, responsiveness, assurance and empathy do not have a significant effect on customer satisfaction. And the reliability hypothesis test has a positive and significant effect on customer satisfaction.

Derry Sandika (2018), examines the Effect of Service Quality and Credence on *Go-jek* Consumer Loyalty in Yogyakarta. The population used in this study were consumers of the *Go-jek* application. The research model used Structural Equation Modeling (SEM) analysis with the Amos program. The research results found that 1) There is a positive and significant influence between service quality on consumer trust in *Go-jek*. 2) There is a positive and significant influence between service quality on consumer loyalty to *Go-jek*. 3) There is a positive and significant influence between trust in consumer loyalty to *Go-jek*.

2. LITERATURE REVIEW

2.1. Credence/Trust

Is an important factor for business entities. This is because if you abuse a trust, it will result in the customer leaving the company. But if trust is maintained properly, it can be an investment in building mutually beneficial relationships over the long term. Trust is a company's willingness to depend on a business partner. Trust is based on knowledge and opinion. Trust is a level of consumer certainty when his thoughts are clarified by repeated recall of market participants. Trust/credence can drive intentions to buy or use a product by eliminating doubt.

Trust is important for companies, especially in the service sector, because companies cannot build real relationships without trust. very fundamentally states, that a very important factor in achieving effectiveness in a very complex organization is a desire to trust each other between the parties who enter into a relationship.

Consumer credence/trust can be interpreted as the willingness of one party to accept risks from the actions of another party based on the expectation that the other party will take important actions for those who believe in it, regardless of the ability to supervise and control the actions of the trusted party. Some important elements of trust are:

- a. The development of past experiences and actions of the character expected of such partners is reliable.
- b. It involves a willingness to put oneself at risk.
- c. Involves a feeling of security and confidence in the partner.

The components of trust can be labeled as predictable, dependable and confident. Predictably reflected by customers who say they are dealing with a particular company because "I can expect it." Dependability is the result of a relationship that develops to the point where emphasis shifts from certain behaviors to individual qualities. Confidence is reflected in the feeling of security in customers that their partners are.

Gefen and Straub (2012) suggest that there are three dimensions of trust, namely:

- a. Integrity

A consumer perception that the company follows the principles which can be accepted as fulfilling promises to behave ethically and honestly. The integrity of the company depends on the company's consistency in the past, the communication is credible or the communication is not credible.

- b. Benevolence

The amount of trust in partnerships that have goals and motivations that become advantages for other organizations when new conditions arise, namely conditions where commitment is not formed.

- c. Ability

Ability is a form of competence to solve problems faced by consumers and meet all their needs.

It can also be argued that trust exists when consumers have confidence in: a) Integrity is honesty and the ability to keep promises from trusted parties (sellers). Integrity relates to how the seller's behavior or habits in doing business. Integrity can be seen from the point of view of reasonableness, fulfillment, loyalty, straightforwardness, linkage, and reliability; b) Benevolence (kindness) is concern and motivation to act in accordance with the interests of consumers by providers of goods. Kindness is the seller's willingness to provide mutually beneficial satisfaction between himself and the consumer. Benevolence includes attention, empathy, confidence, and acceptance; c) Competency is the seller's ability to carry out the needs of consumers. In this case, how the seller is able to provide, serve, and secure transactions from interference from other parties. Competency includes experience, institutional endorsement, and ability in science; d) Predictability is the consistency of seller behavior. The seller's ability to provide certainty about the goods being sold, so that consumers can anticipate and predict the seller's performance. Predictability includes self-image of the seller, predictable risk or outcome and consistency.

Customer trust in a product or service can arise because customers judge the quality of the product by what they see or understand.

2.2. Service Quality

Nowadays, global competition is increasing competitively, product quality issues become a central issue for every company. The company's ability to provide quality products will be a weapon to win the competition, because by providing quality products, consumer satisfaction will be achieved so that loyalty will be realized.

Service quality is the basis for service marketing. Because the core of the product being marketed is a quality performance and it is the performance that bought by consumers. The quality of services is more difficult to define and measure when compared to the quality of goods. Service quality is an important component in consumer perception, also very important in its effect on customer satisfaction. The better the quality, the services provided, the better the image of the service in the eyes of consumers. Service quality is considered as an important strategy for success and survival in today's competitive environment. Service quality is the level where it can meet or exceed consumer expectations.

The main dimensions as a determinant of service quality are as follows: a) Reliability as the ability to deliver the promised services reliably and accurately; b) Responsiveness as a willingness to help consumers by providing fast and precise service; c) Guarantee which includes knowledge, ability, and politeness or kindness from personal as well as the ability to gain trust and desire; d) Empathy includes maintaining and giving a level of attention as well as individual or personal to the needs of consumers. And; e) Direct evidence includes physical facilities, equipment or equipment, prices, and personal appearance and written materials.

The service quality dimension can be used to measure the service quality of a service company. Measuring service quality means evaluating or comparing the performance of a service with a predetermined set of standards.

2.3. Customer Satisfaction

Customer satisfaction is the extent to which the benefits of a product are suggested according to what the customer expects. Consumer satisfaction is the level of a person's feelings after comparing the perceived product performance with expectations. Consumer satisfaction or dissatisfaction is a response to the evaluation of the discrepancy or confirmation that is felt between expectations before and the actual performance of the product that is felt after use. Consumer satisfaction is an emotional response to experiences related to the product or service purchased.

Satisfaction is an evaluation of forced consumption to choose several alternatives in order to meet expectations. Satisfaction is achieved when quality meets and exceeds consumer expectations, wants and needs. Conversely, if the quality does not meet and exceed the expectations, wants and needs of consumers, satisfaction is not achieved.

2.4. The Effect of Credence/Trust on Customer Satisfaction

According to Kurniasari and Ernawati (2012) trust is important for companies because companies cannot build relationships without trust. In addition, trust is also very important for service providers

because it promises customers a product or service that cannot be seen, for which the customer must pay before experiencing the product or service. Trust is an important factor for consumers in choosing which transportation services to serve as a means of transportation for consumers. Trust is formed from honesty, virtue and competence. Consumer trust is needed by Ojol Go-jek's transportation services to generate customer satisfaction. If customer trust is high in transportation services, customer satisfaction will also be high. Conversely, if customer trust is low in Ojol Go-jek service users, customer satisfaction will also be low.

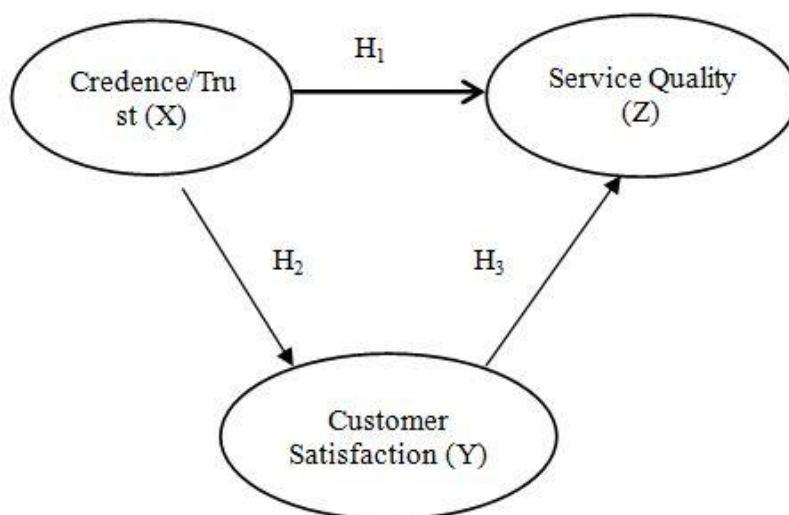
2.5. The Effect of Trust on Service Quality

Customers are the main focus in business, because without customers the company cannot get profit to run its business. Therefore, the main thing that must be done is to provide quality services so as to create trust to get loyal customers to the company. Thus, consumers who believe in the company will depend on themselves because there is a guarantee of good service quality, on the other hand, consumers who do not believe in the company will not depend on themselves because there is no guarantee of good service quality.

2.6. The Effect of Service Quality on Customer Satisfaction

In general, service quality is indicated by reliability, responsiveness, assurance, empathy and physical evidence. Low quality will cause dissatisfaction with customers, not only customers who buy the product but also affect other people. Because a disappointed customer will tell at least 15 other people. The impact, prospective customers will drop their choice of competitors. Efforts to improve service quality systems will fall more effectively for business continuity, these improvements will make consumers more loyal to the company.

Framework and Hypothesis



3. METHODOLOGY

The type of research used in this research is correlational research, which is research that observes the relationship between research variables and testing the hypotheses that have been formulated. The discussion of variables and measurements starts with the variables:

• Credence/Trust

Have confidence in others involved in the exchange by having Ability, Kindness and integrity.

a. Ability

- Competence in providing quality services.
- Experience in customer serving
- Extensive knowledge regarding *Gojek*

b. Kindness

- Attention to provide the best service
- Willingness to share profit with customer
- Having good intention to gives satisfaction to customer

c. Integrity

- Fulfilling the needs of customer expectation
- The candor of information to customer
- Maintain the reputation

4. QUALITY OF SERVICE

Consumer perception representation of the level or degree of service provided by *Ojol Go-jek* which includes:

a. Physical evidence

- Appearance
- The physical condition of the vehicle

b. Level

- Expertise in serving orders from customers
- Responsive in handling customer complaints

c. Assurance

- Assurance of legality in service,
- Assurance of safety
- Assurance of safety in service

d. Empathy

- Drivers behave in a friendly manner towards customers.
- Drivers want to understand customer need

5. CUSTOMER SATISFACTION

The satisfaction assessment carried out by consumers refers to an assessment of the entire experience while using the *Ojol Go-jek* service of Malang City. Customer satisfaction items include: Friendly and politeness in serving consumers; Feelings of the facilities that *Ojol Go-jek* has; Conformity with consumer expectations and services that exceed consumer expectations.

Overall Satisfaction

- Service satisfaction in accordance with customer expectations
- Satisfied with the price match with the services provided
- Satisfaction with the easiness of the *Go-jek* application
- Satisfied with the condition of the vehicle used by *Go-jek* motorcycle taxi drivers

Re-order (Repeat Purchase)

- Willing to use the next *Gojek* delivery service
- Do not move to another delivery service
- The desire to recommend to relatives or friends

This study uses a positive Likert scale by asking questions or positive sentence statements where each question is given a score of 1 to 5 with the weighted value of each answer as follows:

6. RESEARCH INSTRUMENT TEST

6.1. Validity test

An instrument is said to be valid if it is able to measure what it wants to measure or can reveal data from the variables under study precisely. The high and low validity of the instrument indicates the extent to which the collected data does not deviate from the description of the variable in question. The validity of the instrument can be tested by calculating the correlation between each question and the total of the variables being tested for validity. To test the validity of this research instrument, the product moment correlation technique was used. The validity of the instrument items can be determined by comparing the Pearson Product Moment correlation index with a significance level of 5%. If the probability of the correlation result is smaller than 0.05 (5%), then the instrument is declared invalid. Besides that, it can be done by comparing

1) $r_{\text{count}} > r_{\text{table}}$, Then the item or variable is valid.

1) $r_{\text{count}} < r_{\text{table}}$, Then the item or variable is invalid.

6.2. Reliability Test

Reliability test is an assessment of the consistency between various measurements of a variable. There are several ways to measure the reliability of a concept in research. One way is by using Cronbach's alpha method as a reliability coefficient which shows how well things in a group are positively related to one another. Cronbach's alpha is the most frequently used to measure the reliability value of the data collected. Therefore, in this study the lowest value for Cronbach's alpha was 0.6.

7. DATA ANALYSIS METHOD

The PLS (Partial Least Square) method of analysis techniques is carried out as follows:

7.1. Analysis of the Outer Model

Analysis of the outer model is carried out to ensure that the measurement used is valid and reliable. In the analysis of this model, it specifies the relationship between variables and their indicators. Analysis of the outer model can be seen from several indicators:

- a. Convergent Validity is an indicator that is assessed based on the correlation between the item score and the construct score, which can be seen from the standardized loading factor which describes the magnitude of the correlation between each measurement item (indicator) and its construct. The individual reflexive size is said to be high if it correlates > 0.7 with the construct to be measured, so that the outer loading value between 0.5 - 0.6 is considered sufficient.
- b. Discriminant Validity is a measurement model with a reflexive indicator assessed based on crossloading the measurement with the construct. If the construct correlation with the measurement item is greater than the size of the other constructs, it shows their block size is better than other blocks. Meanwhile, according to another method to assess discriminant validity, namely by comparing the value of the square root of average variance extracted (AVE).
- c. Composite reliability is an indicator to measure a construct that can be seen in the latent variable coefficients view. To evaluate composite reliability, there are two measuring tools, namely internal consistency and Cronbach's alpha. In this measurement, if the value achieved is > 0.70 , it can be said that the construct has high reliability.
- d. Cronbach's Alpha is a reliability test that strengthens the results of composite reliability. A variable can be declared reliable if it has a Cronbach's alpha value > 0.7 .

The test performed above is a test on the outer model for reflective indicators. Different tests are carried out for formative indicators. Test for formative indicators are:

- a. Significance of weights. The formative indicator weight value with its construct must be significant.
- b. Multicollinearity. This test is conducted to determine whether the formative indicators experience multicollinearity by knowing the VIF value. The VIF value between 5-10 can be said that the indicator occurs multicollinearity.

8. INNER MODEL ANALYSIS

Inner model analysis describes the relationship between latent variables based on substantive theory. Inner model analysis can be evaluated by using the R-square for the dependent construct, the Stone-Geisser Q square test for predictive relevance and the t test and the significance of the structural path parameter coefficients. In evaluating the inner model with PLS (Partial Least Square), it starts by looking at the R square for each dependent latent variable. Then the interpretation is the same as the interpretation in regression. The PLS model is also evaluated by looking at the predictive Q-square value of relevance for the constructive model. Q-square value greater than 0 (zero) indicates that the model has a predictive relevance value, whereas if the Q-square value is less than 0 (zero), it indicates that the model lacks predictive relevance.

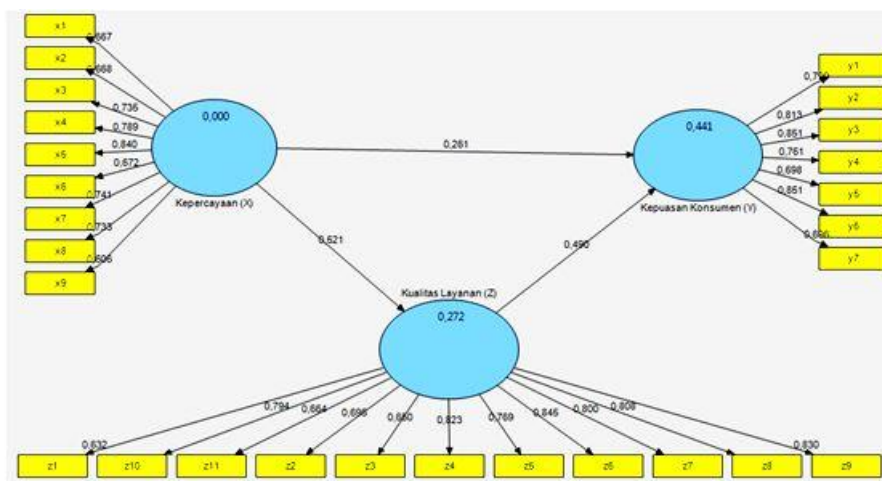
9. RESULTS AND DISCUSSION

9.1. Outer Model Test

a. Convergent Validity

Covergent validity of the measurement model using reflective indicators is assessed based on the loading factor of the indicators that measure the construct. In this study, there are three variables with 27 indicators for trust, 11 indicators for Service Quality and 7 indicators for Customer Satisfaction. Based on the results of the measurement model test shown in the display image, the measurement model output can be explained as follows:

- 1) The construct or credence/trust variable is measured by indicators X.1-X.7, all indicators have a loading factor above 0.5, AVE is above 0.5, namely 0.518
- 2) The construct of Service Quality is measured by the Z.1-Z.6 indicator, all indicators have a loading factor above 0.5 and AVE above 0.5, namely 0.613.
- 3) Consumer Satisfaction construct with Y.1-Y.4 indicators, all indicators have a loading factor above 0.5 and AVE above 0.5, namely 0.576.



Average Variance Extracted (AVE)

Construct	Average Variance Extracted (AVE)
Credence/trust	0,518
Service Quality	0,613
Consumer Satisfaction	0,576

Source: Data assessed by PLS

b. Discriminant validity

Discriminant validity is related to the principle that different construct measures (manifest variable) should not be highly correlated with other manifest variables. The discriminant validity test with PLS software can be seen from the cross loading value by comparing the correlation of the indicator with its latent variable which must be greater than the correlation between the indicator and other latent

variables or by comparing the AVE square root for each construct with the correlation value between the constructs in the model. A good discriminant validity is shown from the square root AVE for each construct must be greater than the correlation between constructs in the model.

Cross Loading Test Result

	Kepercayaan (X)	Kepuasan Konsumen (Y)	Kualitas Layanan (Z)
x1	0,667463	0,283961	0,331813
x2	0,667932	0,263943	0,323840
x3	0,735288	0,339728	0,380628
x4	0,788917	0,444547	0,399613
x5	0,840385	0,442890	0,457382
x6	0,672318	0,279908	0,253475
x7	0,740872	0,423599	0,438864
x8	0,733253	0,460126	0,335722
x9	0,606204	0,325502	0,400002
y1	0,318967	0,798686	0,432987
y2	0,483022	0,812621	0,513897
y3	0,439444	0,850938	0,526742
y4	0,351493	0,760654	0,477640
y5	0,351017	0,697524	0,410396
y6	0,449245	0,850880	0,588864
y7	0,406709	0,696036	0,447262
z1	0,231721	0,311586	0,632195
z10	0,355854	0,542708	0,794322
z11	0,345844	0,351855	0,664360
z2	0,365704	0,333763	0,695014
z3	0,245533	0,291423	0,650193
z4	0,490990	0,455048	0,822944
z5	0,439248	0,528768	0,768894
z6	0,522783	0,582980	0,845298
z7	0,353004	0,522593	0,800014
z8	0,479932	0,618900	0,807832
z9	0,388481	0,503349	0,830136

Figure: Output Model Measurement

In the test results table, it can be seen that the cross loading value for each indicator is higher when compared to the correlation of the indicator with other latent variables, so that the latent variable has sufficient discriminant validity.

Measurement of discriminant validity is assessed based on the cross loading of the measurement with the construct or by comparing the AVE roots.

Discriminant Validity

	Credence/trust	Service quality	Consumer satisfaction
Credence/trust	0,719		
Service quality	0,521	0,783	
Consumer satisfaction	0,516	0,489	0,759

Source: Data assessed by PLS

In the table above, it can be seen that the AVE root value for each variable is greater than the correlation value between latent variables, so that latent variables are declared to have good discriminant validity. The result of the calculation of the square root value of AVE (0.719, 0.783 and 0.759) is greater than each construct or the root value of AVE is greater than 0.5.

10. RELIABILITY TEST RESULTS

Reliability test is the next step carried out by researchers to test the instrument. PLS also uses a reliability test to measure the internal consistency of the measuring instrument. Reliability shows the

accuracy, consistency and accuracy of a measuring instrument in making measurements. The reliability test in PLS can use two methods, namely Cronbach's alpha and composite reliability. Cronbach's alpha coefficient and composite reliability must be greater than 0.7, although the value of 0.6 is still acceptable. However, actually the internal consistency test is not absolutely necessary if the construct validity has been fulfilled, because a valid construct is a reliable construct, on the other hand, a reliable construct is not necessarily valid. The coefficient of Cronbach's alpha and Composite reliability which shows a value of ≤ 0.6 indicates that reliability is considered poor, but can still be used for analysis.

Research Variable	Cronbach's Alpha	Composite Reliability
Credence/Trust (X)	0,882	0,905
Service Quality(Z)	0,893	0,917
Consumer Satisfaction (Y)	0,926	0,936

Furthermore, if Cronbach's alpha and composite reliability coefficients show a value of 0.6 to 0.7 then reliability is acceptable, then if the Cronbach alpha coefficient and Composite reliability show a value of ≥ 0.8 then the reliability is considered good.

The results of the reliability test in this study indicate that in general the measurement variables used in this study can be declared reliable, namely showing Cronbach's alpha and composite reliability ≥ 0.8 .

11. HYPOTHESIS TEST RESULT

Structural Model Test (Inner Model)

The structural model in PLS is evaluated using R2, which is the value in the Service Quality and Customer Satisfaction variables. The value of R2 for Service Quality is 0.271 which means 27.1% of the variance of Service Quality is influenced by independent variables, and 72.9% of the variance of the dependent variable is explained by other factors, then R2 on Customer Satisfaction is 0.441 which means 44.1% variance. of Consumer Satisfaction is influenced by the independent variable, namely trust, this means that 55.9% of the dependent variable is explained by other factors that are not measured in this study.

For the dependent variable and the value of the coefficient on the path (β) for the independent variable, then the significant value is assessed based on the value of the T-statistic for each path.

Hypothesis Test Results

	B	T Count	T Table
Service Quality → Consumer Satisfaction	0,489	8,532	1,660
Credence/trust → Service Quality	0,521	9,989	1,660
Credence/trust → ConsumerSatisfatcion	0,260	3,688	1,660

Source: Data assessed by PLS

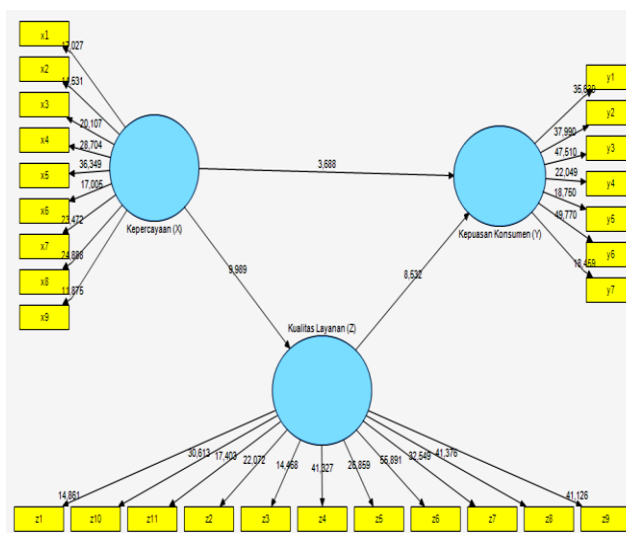


Figure: Output Inner Model

Based on the Beta Coefficient value and the t-statistic value above, the test results for each hypothesis are as follows:

Hypothesis 1: Trust has a positive effect on Service Quality. The results of the calculation of Smart PLS 3.0 show that trust has a significant positive effect on Service Quality with a beta coefficient value of 0.521 and a t-value of 9.989 > t table 1.660. That is, the first hypothesis can be accepted.

Hypothesis 2: Service Quality has a positive effect on Customer Satisfaction. The results of the hypothesis test show that the path between Service Quality and Customer Satisfaction has a beta coefficient value of 0.489 and a t-value of 8.532 > T table 1.660, this shows the significance between Service Quality and Customer Satisfaction, so that the second hypothesis can be accepted.

Hypothesis 3: Trust has a positive effect on Customer Satisfaction. The results of calculations using Smart PLS 3.0 show the significance of Trust with Customer Satisfaction, this is evidenced by the beta coefficient of 0.260 and a t-value of 3.688 > t table 1.660, this shows the significance of Trust and Customer Satisfaction, so that the third hypothesis is accepted.

To see whether Service Quality has the effect of perfect mediation (full mediation) or partial mediation, it can be seen the influence of predictors (trust) on criterion (Customer Satisfaction) by still including the effect of mediation (Service Quality). From the test, it appears that when the influence of the mediator is included in the model, it can be seen that trust has a significant effect on customer satisfaction.

This is the same as the step when the mediating variables are entered into the model. With the direct influence of predictors (trust) on criterion (customer satisfaction), it can be stated that service quality has a full mediation effect.

In summary, the results of hypothesis testing in this study can be seen as follows:

Summary of Hypothesis Test Result

Hypothesis		Notes
H1	Trust has a significant positive effect on the quality of the <i>Gojek</i> motorcycle taxi service	Accepted
H2	Service Quality has a significant positive effect on Customer Satisfaction of <i>Gojek</i>	Accepted
H3	Trust has a significant positive effect on Customer Satisfaction of <i>Gojek</i>	Accepted

12. DISCUSSION

12.1. Trust has a Significant Positive Effect on the Service Quality

The results of the path analysis estimation for the Trust variable obtained the t value of 9.989 > 1.660 with a p-value of 0.000 < 0.05 and the Standardized coefficient of 0.521. These results indicate that trust has a positive and significant effect on Service Quality. The positive standardized coefficient shows that the better the quality of service, the higher the trust of the Gojek ojol transportation service consumers in the city of Malang who are the respondents. The results of the research are supported by most of the respondents' answers who agree that if the Ojol Go-jek driver is able to fulfill what its customers expect, Ojol Go-jek never hides important information for its customers, Ojol Go-jek drivers always maintain its reputation, Ojol Go-jek has an interest in providing the best service for its customers, Ojol Go-jek drivers have the desire to provide benefits for their customers, Ojol Go-jek has a good intention to provide satisfaction to its customers, Ojol Go-jek drivers have the ability to provide quality service to customers. customers, Ojol Go-jek drivers have experience so that they are able to pick up and deliver on time, and Ojol Go-jek drivers have extensive knowledge so they are able to provide the best service. Thus, consumers who believe in the company will depend on themselves because of the guarantee of good service quality, on the other hand, consumers who do not believe in the company will not depend on themselves because there is no guarantee of good service quality; even consumers will recommend others about it. recommends that companies improve educational training and expand service coverage to increase customer satisfaction and enable them to have more confidence in the company's services. An important managerial implication of the results of this study is that to increase customer trust, it must be supported by an increase in service quality, which includes reliability, physical evidence, assurance, responsiveness, and empathy.

12.2. Trust Affects Consumer Satisfaction

The results of the path analysis estimation for the trust variable obtained t count of $8,532 > 1,660$ with a p-value of $0,000 < 0.05$. These results indicate that trust has a positive and significant effect on customer satisfaction. The standardized coefficient is 0.489 which shows that consumer trust has a positive and significant effect on consumer satisfaction. Thus the second hypothesis in this study is proven. The positive standardized coefficient shows that the better the consumer's trust, the higher the customer satisfaction of *Ojol Go-jek* transportation services in Malang.

The results of this study are supported by the answers of respondents who mostly agree that the appearance of *Ojol Go-jek* riders is very good in serving customers, the physical condition of the vehicles used by *Ojol Go-jek* drivers is in good condition, every time they use the services of *Ojol Go-jek* in the city. Malang, the drivers behave friendly, the *Ojol Go-jek* riders want to understand the needs of customers, the *Ojol Go-jek* drivers in Malang City are responsive in serving orders, the *Ojol Go-jek* drivers in Malang City show seriousness in serving customer complaints, according to the promised time *Ojol Go-jek* riders, *Ojol Go-jek* riders' expertise in driving the vehicle in the service process is very good, *Ojol Go-jek* riders guarantee legality in *Ojol Go-jek* services, *Ojol Go-jek* drivers guarantee safety to passengers when using *Ojol* services *Go-jek*, an *Ojol Go-jek* driver, guarantees safety to passengers at the time using the services of *Ojol Go-jek*. In the service business world, service quality has a direct or indirect impact on satisfaction and trust. This means that the better quality of service will be followed by higher trust, which in turn, higher trust can increase customer satisfaction.

12.3. Service Quality Affect Consumer Satisfaction

The estimation results of the path analysis for the Service Quality variable obtained the t value of $3.688 > 1.660$ with a p-value of $0.000 < 0.05$ and the Standardized coefficient of 0.260. Standardized coefficient of 0.260 which indicates service quality has a positive and significant effect on customer satisfaction. The third hypothesis in this study is proven. The positive standardized coefficient shows that the better the quality of service, the higher the customer satisfaction of *Ojol Go-jek* transportation services in the city of Malang. From the results of the respondent's answer, it is found that the average respondent's answer to each customer satisfaction variable is in the high category. Where the highest is satisfaction in terms of the price provided by the *Gojek ojol* transportation service in Malang City according to consumer expectations, while the lowest is the indicator of the condition of the vehicle used by *Ojol Go-jek*. Then regarding the statement regarding customer satisfaction with the services provided by online *Gojek ojol* services and satisfaction with the ease of using the *Ojol Go-jek* application. Customer satisfaction can provide benefits, including the relationship between the company and its customers being harmonious, providing a good basis for repurchasing and creating customer loyalty, and forming a word of mouth recommendation that is beneficial for the company. Service quality is the level of excellence expected and control over the level of excellence to meet customer desires. If the service received is as expected, then the service quality is perceived as good and aging. If the service received exceeds customer expectations, then the service quality is perceived as ideal. Conversely, if the service received is lower than expected, the service quality is considered bad.

13. CONCLUSION

Based on the research results, the following conclusions can be given:

- a. The results of the study prove that trust has a significant positive effect on consumer satisfaction of *Gojek* transportation services in Malang City.
- b. The results of the study prove that trust/credence has a significant positive effect on the quality of the *Gojek* transportation services in Malang City.
- c. The results of the study prove that service quality is able to mediate the relationship between trust and consumer satisfaction of *Gojek* transportation services in Malang City.

SUGGESTION

Based on the research results, it can be suggested as follows:

- a. It should improve *Gojek* motorcycle taxi service facilities, such as: speed of receiving calls, vehicle comfort, agility of drivers in driving vehicles, polite and friendly in serving customers and others.
- b. *Gojek* must strive to be able to create service users who are not only satisfied with the services provided, in the hope of obtaining service users who are loyal to online *Gojek* transportation services. The way that can be taken is to improve the handling of complaints from *Gojek* service users in Malang City
- c. In terms of quality assurance, *Gojek* still pays attention to driver ethics when serving consumers such as giving a friendly smile and giving consumers a sense of security. In terms of the quality of empathy, *Gojek* continues to receive input / complaints from consumers when experiencing ordering problems
- d. Management needs to emphasize more on the total customer satisfaction program through a strategy centered on Service Quality to get service users who are loyal to *Gojek*. Each division in management must have easy access in communicating with service users so that, if service users want to communicate directly with certain parts of service users, they can have direct contact with *Gojek* management.

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