

The Effect of Service Quality on Grab Bike Customer Satisfaction in Lagoa Village, North Jakarta

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Abstract

Increasingly digital era develop fast , service transportation based application has become an integral part of life daily urban society . Grab Bike , as one provider the leading online motorcycle taxi service in Indonesia, has give contribution significant in make it easier mobility public . along with increasing user service this , quality service become factor decisive key satisfaction customer . Quality service in context Grab Bike services include various aspect , start from speed and accuracy time , attitude and behavior driver , convenience use application , up to safety and comfort during journey . All aspect This role important in form perception customer to services received and , ultimately , influence level satisfaction they . For That writer interested write study with quality variables service and satisfaction customer . The aim of this research is to determine the partial influence of service quality on Grab Bike customer satisfaction in Lagoa Village, North Jakarta. This research uses a quantitative descriptive method with data collection techniques through distributing questionnaires and library data. In this research, a purposive sampling method was used, totaling 45 Grab Bike users in the Lagoa sub-district, North Jakarta, using a simple linear regression data analysis technique. The results of this research show that there is a partial influence of service quality on Grab Bike customer satisfaction in Lagoa Village, North Jakarta. It is hoped that the results of this research will contribute to further research.

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1. INTRODUCTION

Grab Bike, as part of the Grab ecosystem, has become one of the leading transportation solutions in Indonesia. This service emerged in response to urban society's need for fast, flexible and affordable transportation. The following is a brief description of the development of Grab Bike in Indonesia. Grab first entered the Indonesian market in 2014 with a taxi service, and then introduced an online motorcycle taxi service, Grab Bike, in 2015. The emergence of Grab Bike is an answer to the need for a mode of transportation that can overcome traffic jams in big cities such as Jakarta, Surabaya, and Bandung. The presence of Grab Bike also provides a safer and more structured alternative compared to traditional motorbike taxis.

Since launched , Grab Bike experienced very rapid growth . This is driven by some factors :

1. **Ease of Access:** Easy Grab application used possible user For order journey with touch several times finger .
2. **Safety and Convenience :** Grab Bike offers more service safe with verified and equipped driver with a helmet too jacket standard .
3. **Time Efficiency :** Grab Bike becomes ideal choice for avoid traffic jam in the city big , save time journey compared to mode transportation other .
4. **Digital Economy:** Service this also supports growth digital economy with give opportunity Work for many people as partner driver

Although Likewise , Grab Bike is also facing various challenges , such as competition strict with service similar (Gojek), regulations government , and problems road safety kingdom . In the future , Grab Bike is necessary Keep going adapt and innovate For maintain position as market leader in industry transportation based application in Indonesia. With Keep going focused on improvement quality service , security , and experience users , Grab Bike is expected will Keep going grow and give contribution positive for Indonesian society .

For this reason, the author is interested in researching the variables of service quality and customer satisfaction for Grab Bike in Lagoa District, Jakarta. Several previous studies with the variables of service quality and customer satisfaction can be explained as follows. This study examines the relationship between service quality and customer satisfaction in the private telecommunication sector in India, showing the existence of a significant relationship between the two variables (O. D. Safi & S. Alagha, 2020)), further according to (Kasemsap, 2016) this Chapter emphasizes the importance of understanding customer expectations and providing high service quality to achieve customer satisfaction and success business This research uses LibQual to analyze the impact of service quality on customer satisfaction in university libraries, finding that the library environment and public services are critical dimensions .(Afthanorhan et al., 2019)

Based on the results of previous research, researchers are interested in researching the variables of service quality and customer satisfaction with the title the influence of service quality on Grab Bike customer satisfaction in Lagoa District, Jakarta. Of course, the novelty of this research is that there has been no previous research regarding variables in this area, apart from that this research uses simple regression techniques with quantitative methods. It is hoped that the results of this research can contribute to further research.

2. LITERATURE REVIEW

Service quality

Service quality is defined as the customer's general attitude or assessment of the superiority of a service. Service quality is the most important factor influencing organizational performance and includes excellence in responding to customer needs, market share growth, and productivity(Nejadjavad & Gilaninia, 2016)

Service quality is defined as the fulfillment of customer needs and requirements and the extent to which the services provided are in accordance with customer expectations. Service quality includes consumer expectations, management's perception of consumer expectations, service quality specifications, and actual service delivery(Lewis, 2015)

Service quality is the way service customers feel the value of use (value-in-use). Service quality dimensions include solutions, attitude, comfort, expertise, speed of service, flexibility, and cost. Service quality is often considered the same as how customers perceive the value of using a service(Medberg & Grönroos, 2020)

Customer satisfaction

Customer satisfaction is a measure of the discrepancy between the performance perceived by customers and their expectations. This also reflects the company's ability to anticipate and manage customer expectations, meeting their needs with competence and responsibility.(Ferrentino & Boniello, 2020)

Customer satisfaction is defined as the extent to which the products and services provided by a company meet or exceed customer expectations. Customer satisfaction is the number/percentage of customers whose experience with a product/service exceeds predetermined satisfaction goals .(Sartor, 2019)

Customer satisfaction is a psychological state that arises after purchasing and consuming a product or service. Customer satisfaction reflects the pleasure resulting from product consumption, including the degree of under- or overfulfillment. Customer satisfaction is

also closely related to the company's likelihood of success now and in the future(Riak PhD & Bill, 2022)

3. RESEARCH METHODS

Population

This research is a quantitative descriptive study, with the aim of getting an idea of how service quality influences customer satisfaction in Lagoa Village, North Jakarta . For the quantitative approach, it is explained (Arikunto, 2010)that the approach uses quantitative because it uses numbers, starting from data collection, interpretation of the data, and the appearance of the results. The population in this research is Grab Bike users in the Lagoa sub-district area, North Jakarta.

Sample

To obtain research results that can be accounted for, the samples taken in this study were users of the Grab Bike service in the Lagoa sub-district area, North Jakarta, totaling 45 regular users as respondents, with the sampling technique being saturated sampling. According to (Lijan Sinambela, 2021), a sample is part of the number and characteristics possessed by the population.

The hypothesis in this research can be explained by the hypothesis test formulation as follows

$$H_1 : \rho = 0$$

There is a significant influence of service quality on customer satisfaction in the Lagoa sub-district, North Jakarta

$$H_0 : \rho \neq 0$$

There is no significant influence of service quality on customer satisfaction in the Lagoa sub-district, North Jakarta

As a description of this research, the research design can be explained in the image below, the influence of service quality in this case is variable X, and customer satisfaction is variable Y. The independent variables are; X= service quality while the dependent variable is; Y = customer satisfaction.



Figure 1 Research Design

Analysis Model Techniques

To find out how strong the relationship between one variable and another variable is, regression analysis is used in this research. Linear regression is a statistical procedure for calculating the value of a dependent variable from an independent variable. Linear regression measures the association between two variables and is a modeling technique in which a dependent variable is predicted based on one or more independent variables .(Kumari & Yadav, 2018)

Linear regression refers to a mathematical technique for fitting given data to a function of a particular type, most commonly known as fitting a straight line. This

article explains the theory behind linear regression and illustrates this technique with real-world data sets .(Huang, 2020)

Linear regression can be used to find the influence of the independent variable on the dependent variable in a linear manner. This involves using the least squares method to estimate regression coefficients, as well as testing for collinearity of independent variables to avoid inaccurate least squares estimates .(Mao, 2022)

4. RESULTS AND DISCUSSION

Results

Validity test

In this research, a validity test was carried out on the service quality variable instrument (X) **The conclusion was obtained that 12 items** of the instrument were declared **valid** , while **10 items** of the customer satisfaction variable (Y) were declared valid. The test uses a two-sided test with a significance level of $\alpha = 0.05$, so the $r_{table} = 0.288$ is obtained. The test criteria to declare an item valid is $r_{count} > r_{table}$

Reliability Test

Based on the calculation results, it is concluded that each item that has been declared valid is reliable with a significance level of $\alpha = 0.05$, so we get $r_{table} = 0.60$. In the *service quality variable* (X) $r_{calculated} = 0.888$ which is greater than $r_{table} = 0.60$ then it is **reliable** , and the customer satisfaction variable (Y) $r_{calculated} = 0.898$ is greater $r_{table} = 0.60$ then it is **reliable**.

Simple Linear Regression Analysis Test

Based on **table 2 coefficients** can be described as the results of a simple linear regression analysis, regarding the size of the t-calculated value, the level of significance, and the regression formula can be known, for clarity, here are the results of *the coefficients* carried out using SPSS;

Table 2
Simple Linear Regression Analysis Table

Model		Coefficients ^a				Sig.
		Unstandardized Coefficients		Standardized Coefficients Beta	t	
		B	Std. Error			
1	(Constant)	13,438	4,570		2,940	,005
	Service Quality (X)	,550	,094	,667	5,865	,000

a. Dependent Variable: Customer Satisfaction (Y)

Source: Data processed from SPSS

In the table above, the calculation results can be seen so that the regression equation can be explained which can be used to predict variables through **service quality variables** , namely; $Y' = 13.438 + 0.550x$.

As a basis for decision making, it can be seen that by using **the t test**, as follows:

- a) If the **calculated t value** > **table t value** , then there is an influence of variable X on variable Y.
- b) If the **calculated t value** < **table t value** , then there is no influence of variable X on variable Y

Based on the t- table calculation, which has a significance of 5%, it can be determined using the formula: $t_{table} = t(\alpha/2; nk-1)$, so that the value of $t(0.025; 45-1-1) = t(0.025; 43) = 2.017$, then $t\text{-count } 5.865 > t_{table} 2.017$, thus it can be concluded that **the Service Quality variable (X) has an effect on Customer Satisfaction (Y).**

From the calculation results in **table 3** of the calculated termination coefficient, it can be concluded that the *service quality variable* has a contribution of 44.4 % to the customer satisfaction variable, while the remaining **55.6%** is influenced by other factors that have not been studied. Then the service quality variable has a **strong positive effect on the r** value of **0.667** (located in the **correlation coefficient interval 0.60-0.799**).

Table 3
Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.667 ^a	.444	.432	2,787

a. Predictors: (Constant), x

Source: Data processed from SPSS

DISCUSSION

From the results of the tests that have been carried out, the service quality variable (X) has an influence on the customer satisfaction variable (Y) of Grab Bike in Lagoa Village, North Jakarta . This is evident from the value of $5,865 > t_{table} 2.017$, and the *sig value of 0.000 < 0.05* . So, partially, service quality has a positive and significant effect on Grab Bike customer satisfaction in Lagoa Village, North Jakarta.

Thus, it is in line with previous research which confirms that the quality of Grab Bike service has an effect on customer satisfaction, which can be proven through research . This paper explores how service quality, influenced by human resources, contributes to customer satisfaction, showing a positive and significant impact .(Djunaid, 2023)

Customer Satisfaction and Service Quality in the Marketing Practice: Study on Literature Review The review discusses the relationship between service quality and customer satisfaction, highlighting the SERVQUAL model and its relevance in both public and private sectors .(Ok et al., 2018)

5. CONCLUSION

In general, based on the test results and analysis of the relationship between variable The quality of service on the customer satisfaction variable is due to t-calculation, so **the t-calculation value is 5.865 > t_{table} 2.017** . Then the service quality variable has a **strong positive effect** on the r value of **0.667** (located in the correlation coefficient interval **0.60-0.799**), **and** has a contribution of 44.4 % to the customer satisfaction variable, while the remaining **55.6%** is influenced by other factors that have not been studied. Furthermore, it can be seen that the regression equation that can be used to predict is **Y' = 13.438 + 0.550x**.

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