THE EFFECT OF E-SERVICE QUALITY, BRAND IMAGE, E-CUSTOMER RELATIONSHIP MANAGEMENT ON E-CUSTOMER SATISFACTION AT GOJEK PADANG

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Abstract

Transportation is a means and infrastructure for the economic development of a country that can encourage the rate of economic growth. Supported by progress and the rapid development of technology, transportation services are also increasingly advancing in the form of technology. Online-based transportation transformation is increasingly being implemented in Indonesia. The purpose of online transportation is to help people avoid traffic jams to get to their destinations quickly and on time. One of the online transportation services in Indonesia is GOJEK. In order to compete with its competitors, GOJEK must improve the quality of e-Service Quality, Brand Image and e-Customer Relationship Management services. This study aims to examine the effect of e-service quality, brand image and e-customer relationship management on e-customer satisfaction by processing research data using SPSS. The sampling technique used purposive sampling with a total sample of 294 respondents. e-service quality affects e-customer satisfaction, brand image affects e-customer satisfaction, e-customer relationship management affects e- customer satisfaction

Keywords: E-Service Quality, Brand Image, E-Customer Relationship Management, E-Customer Satisfaction

Introduction

This study refers to the research conducted by (Sheng & Liu, 2010) on online retailers, which found that customer satisfaction was influenced by two dimensions of e-service quality, namely efficiency and fulfillment, but customer satisfaction was not influenced by system accessibility and privacy. Achieving a sense of satisfaction with customers will have a good impact on companies such as customers recommending services or online websites to others. (Budiman, Yulianto, & Saifi, 2020). In research conducted by (Sheng & Liu, 2010) stated that e-service quality that is efficient and can meet consumer needs will have a very positive effect on customer satisfaction. Furthermore, the research conducted (Behboudi & Hosseini, 2017) stated in his research that brand image has a significant and direct effect on customer satisfaction. There are three dimensions that exist in the brand image, namely functional image, affective and reputation of a product which has advantages compared to competing products (Hariri & Vazifehdust, 2011).

Likewise, previous research by (Lam, Cheung, & Lau, 2013) stated that electronic Customer Relationship Management (e-CRM) is the use of digital technology that aims to maximize business relationships between sellers and customers using online media to be able to meet consumer satisfaction (Lam, Cheung, & Lau, 2013). According to this explanation, it shows that e-CRM can affect customer satisfaction. e-CRM is currently one of the techniques used by companies to determine the characteristics of each customer. The dimensions contained in e-CRM have an important role in building relationships with each customer. These dimensions are e-DM (electronic direct mailing), interpersonal communication, preferential reward, preferential treatment. The originality of the research lies in the use of three variables to test their effect on e- customer satisfaction, namely e-service quality, brand image and e-customer relationship management, and the research also use research objects in the transportation sector.

There are still Gap Analysis of Research that has not yet studied. This research is a different study conducted by (Khan, Zubair, & Malik, 2019), (Hariri & Vazifehdust, 2011), and (Lam, Cheung, & Lau, 2013). The originality of the research lies in to make GOJEK Padang consumers as the research object and examine whether e-service quality, brand image, and e-customer relationship management have an effect on e-customer satisfaction at Gojek Padang. Based on the above background, the reason why the author takes e- service quality, brand image, and e-customer relationship management as independent variables is because it is believed to affect e-customer satisfaction which will be represented from the results of research by online motorcycle taxi application users.

Literature Review

There are several things that are important in making decisions when going to make a purchase or use of a product or service. Especially on online-based services. e-service quality is the first factor that becomes one of the considerations for users or consumers in determining the desire to use services on a product. In addition to e-service quality, the brand image factor is also very important. which is the result of an assessment or consumer view of a brand that is good or bad. This is based on consideration or settlement by comparing the differences found in several brands, so that the offering is in accordance with consumer needs.

Brand image represents the overall perception of the brand and is formed from past experiences of consumers with the brand and information obtained from anywhere including information from other consumers that can affect the image of the consumer concerned. And the last independent variable, namely e-customer relationship management, is an electronic form of application and web that aims to achieve a goal of a CRM, the function of e-CRM is to increase the satisfaction of each customer.

E-Service quality

According to Khan & Zubair (2019) e-service quality is defined as service delivered through electronic media. In order to protect consumers, very good service quality is needed, on this basis, consumer satisfaction is closely related to the quality of service in the sector. e-Service quality has a very important role in a service that moves in the field of technology, as in their research Dos Santos, Moreno, Risos & Alguacil (2017) stated that e-service quality is defined as the extent to which a site or application service facilitates customers to be efficient and effective in using the web or application

Brand image

Brand image describes the extrinsic nature of a product or service including the brand's way of meeting customer needs and satisfaction (Kotler & Keller, 2016). Brand Image represents the company's public image and is seen through evaluation and consumer awareness of the company or brand in the market (Wu & Wang, 2014). A brand image that is familiar and widely known by consumers can help companies to become leaders and take over the sale of their brand to consumers.

E-Customer relationship management

E-customer relationship management is the use of digital technology that aims to maximize business relationships between sellers and customers using online media, without the help of the internet, e-customer relationship management will not be effective (Lam, Cheung, & Lau, 2013). In order to be able to carry out and achieve good e-customer relationship management, tools, technology and procedures must support the relationship between companies and consumers so as to be able to satisfy and increase sales to consumers (Dehghanpouri, Soltani, & Rostamzadeh, 2020).

E-Customer satisfaction

Inzaman Ul Haq & Tahrir Mumtaz Awan (2020) stated that consumer satisfaction is a condition where the needs, desires and expectations of consumers are met for a product and service, the company must be able to meet the needs and expectations of each consumer in order to achieve satisfaction from each consumer. In the research conducted by Dos Santos, Moreno, Rios & Alguacil (2017) stated that the concept of customer satisfaction is defined as customer satisfaction regarding the experience from users or customers of products or services that we have sold to consumers.

Methods

The research was designed using a descriptive method with a quantitative approach. Researchers will explain things that exist in e-service quality, brand image, e-customer relationship management, e-customer satisfaction on Gojek. Population is a generalization area consisting of: objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then draw conclusions (Sugiyono, 2016). The sample in this study amounted to 180 respondents. The data used are primary data with questionnaire method taken from people who use the GOJEK application, especially in the city of Padang. Questionnaires are sent online to the predetermined sample criteria. The first part of questionnaire containing general data and respondents' identities. The second part deals with the independent and dependent variables. This section consists of questions that represent each variable, namely e-service quality, brand image, e-customer relationship management, e-customer satisfaction. The data analysis procedure started from testing the validity and reliability. Then proceed with classical assumption testing. After that, descriptive analysis and multiple regression analysis and hypothesis testing were carried out with the SPSS program.

Result and Discusssion

From the results of descriptive analysis, it is known that the value of the respondent's level of achievement on the e-service quality variable is 78.22%, which means that it is in good criteria. The value of the respondent's level of achievement on the Brand Image variable is 80.07%, which means that it is in good criteria. The TCR value of the E-Customer Relationship Management variable is 78.36%, which means that the respondent's level of achievement is in good criteria. The TCR value of the E-Customer Satisfaction variable is 79.44%, which means it is in good criteria.

Table 1. Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.923	0.774		34.949	0.000
	e-Service Quality	0.054	0.017	0.244	3.471	0.002
	Brand Image	0.084	0.033	0.237	2.988	0.011
	e-Customer Relationship Management	0.051	0.023	0.222	3.071	0.026
a. Dependent Variable: Y						

Source: Output SPSS 25

The multiple linear equations in this study can mathematically be written:

$$Y = 3.923 + 0.054X1 + 0.084X2 + 0.051X3$$

The value of the regression coefficient on the e-service quality variable is 0.054 which means that every 1 unit increase in the value of e-service quality will have a positive impact on the e-customer satisfaction variable of 0.054 with the assumption that the other variable values remain. The value of the regression coefficient on the brand image variable is 0.084, which means that every 1 unit increase in the brand image value will have a positive impact on the e-customer satisfaction variable or an increase in the e-customer satisfaction value of 0.084 with the assumption that the other variable values remain. The value of the regression coefficient on the e-customer relationship management variable is 0.051, which means that every 1 unit increase in the value of e-customer relationship management will have a positive impact on the e-customer satisfaction variable or an increase in the e-customer satisfaction value of 0.051 with the assumption that the variable value other fixed.

Based on partial test results, e-service quality has a probability of 0.002 which indicates that this value is less than the alpha value of 5% (0.002 <5%) so it can be concluded that H1 is accepted or the e-service quality variable has a significant effect on e-customer satisfaction. Brand image has a probability of 0.003 which indicates that this value is less than the alpha value of 5% (0.011 <5%) so it can be concluded that H2 is accepted or the brand image variable has a significant effect on e-customer satisfaction. Whereas e-customer relationship management has a probability of 0.026 which indicates that this value is less than the alpha value of 5% (0.026 <5%) so it can be concluded that H3 is accepted or e-customer relationship management has a significant influence on e-customer satisfaction.

Simultaneous test or often referred to as the F test is carried out to see the effect of the entire independent variable on the dependent variable as in table 2.

Table 2. F Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	188.465	3	62.822	39.308	.000[b]
	Residual	281.285	176	1.598		
	Total	469.750	179			
a. Dependent Variable: Y						
b. Predictors: (Constant), X3, X1, X2						

Source: Output SPSS 25

Based on table 2, the probability value of F is 0.000 which means this value is less than the 5% significance level (0.000 <5%) so it can be concluded that hypothesis is accepted or together the independent variables affect the dependent variable.

Good of fit or coefficient of determination from the multiple linear regression test results are obtained in table 3

Table 3. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.633[a]	0.401	0.391	0.26420
a. Predictors: (Constant), X3, X1, X2				

Source: Output SPSS 25

Based on table 3, the coefficient of determination is 0.401, which means the contribution of all independent variables (e-service quality, brand image, and e-customer relationship management) in explaining the dependent variable (e-customer satisfaction) is 40.1% and the remaining 59.9% is explained by other variables outside the model.

Effect of e-service quality on e-customer satisfaction

Based on the statistical results that have been carried out that e-service quality has a positive and significant effect on e-customer satisfaction because the probability value is less than the 5% significant

level, which is 0.002 and the regression coefficient is positive at 0.054. These results are in accordance with the hypothesis built in this study that e-service quality has an influence on e-customer satisfaction, thus hypothesis 1 (H1) is accepted. These results provide information that the e-service quality on Gojek has met the efficiency criteria because it is easy to use, system availability because the application runs well, fulfillment because it is accurate for every fulfillment promised to consumers, and privacy because there is a security guarantee on each user account. Therefore, consumers are satisfied with the e-service quality of the Gojek application. These results support and are in line with previous research that customer satisfaction is influenced by service quality that can meet the wishes of every customer and e-service quality is an efficient system and can meet consumer needs so as to have an effect on customer satisfaction (Chesanti & Setyorini, 2018; Sheng & Liu, 2010). In addition, Teeroovengadum, Kamalanabhan, & Seebaluck (2016) also revealed that customer satisfaction is met by service quality that can meet the wishes of all customers.

Effect of brand image on e-customer satisfaction

Brand image has a positive and significant effect on e-customer satisfaction because the probability value is less than the 5% significant level, which is 0.011 and the regression coefficient is positive at 0.084. These results are in accordance with the hypothesis built in this study that GOJEK's brand image has fulfilled the dimensions of functional image, affective, and reputation which are three dimensions of brand image so that it affects e-customer satisfaction. Thus, hypothesis 2 (H2) is accepted. These results are also supported by research conducted by Damayanti & Wahyono (2015) that brand image has a direct effect on customer satisfaction and is able to build customer loyalty through the satisfaction of each customer. Brand image represents the public image and is formed from the evaluation and consumer awareness of the company's brand. Brand image promises that the desires of consumers can be fulfilled so that it is the same as product image, user image and corporate image that the good impression desired by consumers on a particular brand can provide impetus to purchasing decisions and customer satisfaction in buying (Supriyadi, Fristin, & Indra, 2016). Brand image represents the public image and is formed from the evaluation and consumer awareness of the company's brand. Brand image has a real and positive influence on purchasing decisions and customer satisfaction in purchasing or using services (Wilis & Nurwulandari, 2020).

Effect of e-customer relationship management on e-customer satisfaction

It was also found that e-customer relationship management has a positive and significant effect on e-customer satisfaction because the probability value is less than the 5% significant level, which is 0.026 and the regression coefficient is positive at 0.051. These results are in accordance with the hypothesis built in this study that e-customer relationship management has an influence on e-customer satisfaction, thus hypothesis 3 (H3) is accepted. These results provide information that GOJEK has been able to approach and recognize consumers properly and correctly, such as providing benefits and needs that are in accordance with consumer desires so that consumer satisfaction arises in using GOJEK services. This result is supported by research conducted (Aldaihani & Ali, 2018) that when e-customer relationship management can identify and understand consumers well, it will influence marketing success and customer satisfaction. Also supported by (Lam, Cheung, & Lau, 2013) stated that the dimensions found in e-CRM have an important role in developing relationships with each customer. There is also a significant relationship between e-CRM marketing tactics and customer relationship quality. Where the results of the research show that the application of e-CRM marketing efforts as a whole will affect customers or clients.

Conclusion and Recommendation

From the presentation and discussion of the data above, the conclusion of this research is partially, e-service quality, brand image, and e-customer relationship management have a positive and significant influence on e-customer satisfaction. The biggest influence in increasing the value of e-customer satisfaction is the brand image. Variables of e-service quality, brand image, and e-customer relationship management at Gojek Padang simultaneously have an influence on e-customer satisfaction. Based on the calculation of the coefficient of determination, the variable e-customer Satisfaction can be explained by e-service quality, brand image, and e-customer relationship management. This study implies that the application still has problems on the consumer's device, Gojek's management or IT team is able to overcome the problems experienced by users or consumers so that users can use the Gojek application without experiencing problems such as errors when using the application. In the e-CRM, Gojek can evaluate such as adding the latest features to be able to satisfy consumers such as games, sweepstakes and other features contained in the Gojek application.

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