

The Influence of Innovation, Service Quality and Discounts on Gojek Application Customer Satisfaction

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ARTICLE INFO

Keywords: Innovation, Quality of Service, Discounts, Customer Satisfaction

Received : 12, January

Revised : 21, February

Accepted: 30, March

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ABSTRACT

This study aims to determine the effect of innovation, service quality, and discounts on customer satisfaction of the Gojek application in Surakarta. This study uses a quantitative approach with a purposive sampling method, involving 100 respondents who are Gojek application users. Data were analyzed using multiple linear regression. The results of the study indicate that innovation, service quality, and discounts have a significant effect on customer satisfaction. The results of the F test show a calculated F value of 36.328 with a significance value of 0.000. The coefficient of determination (R²) of 0.516 indicates that 51.6% of customer satisfaction is explained by the variables of innovation, service quality, and discounts, while 49.4% is influenced by other variables not studied

INTRODUCTION

Digital transformation has driven the development of application-based transportation services, including Gojek, which offers various additional services such as GoFood, GoSend, and GoPay. In the tight industry competition, service innovation, improving service quality, and competitive pricing strategies are the main factors in maintaining customer satisfaction. This study aims to analyze the effect of innovation, service quality, and discounts on customer satisfaction of the Gojek application in Surakarta.

LITERATURE REVIEW

Innovation in digital transportation services includes developing new features, increasing service efficiency, and implementing technology to improve customer experience (Rahman et al., 2021). This innovation is a key factor in increasing company competitiveness and maintaining customer loyalty.

Service quality reflects the extent to which a service meets customer expectations. The main dimensions of service quality include reliability, responsiveness, assurance, empathy, and physical evidence (Tjiptono, 2019). Customers who experience quality service tend to be more satisfied and loyal to the service provider company.

Discounts are a marketing strategy that aims to attract more customers by offering lower prices for a certain period (Hamid & Susanti, 2023). This strategy can increase the attractiveness of services for price-sensitive customers and encourage repeat use of the application.

Based on the literature review, the hypothesis in this study is as follows:

1. Innovation has a significant impact on customer satisfaction. (H1)
2. Service quality has a significant influence on customer satisfaction. (H2)
3. Discounts have a significant impact on customer satisfaction. (H3)

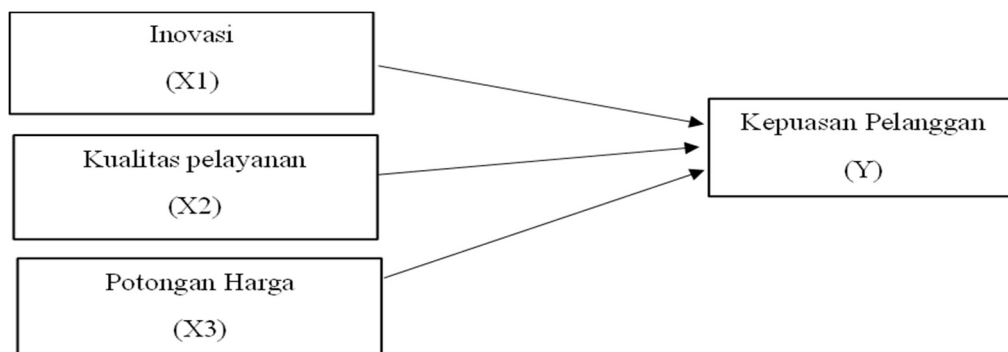


Figure 1. Thinking Framework Scheme

Description:

- Independent Variables: Innovation (X1), Service Quality (X2), Price Cuts (Discounts) (X3)
- Dependent Variable: Customer Satisfaction (Y)

METHODOLOGY

This study uses a purposive sampling method with a sample size of 100 respondents who are Gojek application users in Surakarta. Data were collected through a questionnaire designed to measure the variables of innovation, service quality, discounts, and customer satisfaction. Data analysis was performed using multiple linear regression to identify the relationship between independent variables and dependent variables. The regression model used in this study is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where Y is customer satisfaction, X1 is innovation, X2 is service quality, and X3 is discount. Significance test is conducted to test the influence of each variable on customer satisfaction. The results of this analysis will provide an overview of the extent to which innovation, service quality, and discounts affect the level of customer satisfaction of the Gojek application in Surakarta.

RESULTS

Descriptive analysis of the Innovation variable shows that the majority of respondents gave a positive assessment of the services provided. The innovation aspect received the highest score (4.99), followed by ease of use (4.78), service fulfillment (4.72), and speed of response of the service team (4.69), reflecting a high level of satisfaction. However, satisfaction with new trends in attracting customers had the lowest score (4.24), indicating the need for improvement in this aspect. Overall, Gojek services have met customer expectations, especially in terms of innovation, ease of use, and interaction through the live chat feature.

Descriptive analysis of the Service Quality variable shows that the majority of respondents gave a positive assessment of Gojek's services. Service speed (4.7), service relevance (4.69), and transaction security (4.69) received the highest scores, indicating user satisfaction with the efficiency and security of the application. The quality and superior features compared to competitors (4.68) were also appreciated, indicating Gojek's competitiveness. Meanwhile, the response to user complaints and professionalism in dealing with users (4.56) had the lowest scores, although still in the good category. This indicates the need for improvement in handling customer complaints.

Descriptive analysis of the Discount variable shows that the majority of respondents tend to continue using Gojek, especially because of discounts, price cuts, and loyalty programs. Discounts and cashback have the highest scores (4.57 and 4.54), followed by free shipping and more competitive price comparisons (4.46). The economic benefits of discounts (4.48) and the belief that Gojek offers better prices (4.51) also play an important role. However, the customer loyalty program still has the lowest score (4.43), indicating the need for further innovation. Overall, discount and loyalty-based promotional strategies play a major role in retaining customers.

Descriptive analysis of the Discount variable shows that the majority of respondents are satisfied with Gojek's services and features, with willingness to recommend (4.66) and loyalty to use (4.62) as the highest aspects. Supporting features (4.47), suitability of services to expectations (4.41), and service quality (4.38) also received appreciation. Although the service and feature scores (4.38)

are the lowest, they are still in the good category. Overall, users are satisfied and tend to be loyal, with improvements in features and services potentially strengthening customer loyalty.

The regression coefficients show that increased innovation (0.339), service quality (0.128), and discounts (0.352) contribute positively to customer satisfaction. Discounts have the greatest influence, followed by innovation and service quality.

Tabel 1. Multiple Linear Regression Test Results

Variabel	Koefisien Beta	T _{hit}	Sig
(Constant)	0,548	0,202	.841
Inovasi	0,339	4,293	.000
Pelayanan	0,128	3,600	.001
Potongan	0,352	7,027	.000
R	= 0,729	Fhitung	= 36,238
R ²	= 0,531	Sig	= 0,000
Adjusted R ²	= 0,516		

The t-test shows that innovation (t = 4.293), service quality (t = 3.600), and discounts (t = 7.027) have a significant influence on customer satisfaction (p < 0.05). Discounts have the greatest influence compared to other variables.

Tabel 2. t Test Results

Variabel	t _{hitung}	t _{tabel}	Sig	Keterangan
Inovasi	4,293	1,984	0,000	Signifikan
Pelayanan	3,600	1,984	0,001	Signifikan
Potongan Harga	7,027	1,984	0,000	Signifikan

The F test result of 36.238 with a significance of 0.000 shows that innovation, service quality, and discounts together have a significant effect on customer satisfaction, so the model can be said to have goodness of fit.

Tabel 3. F Test Results

Variabel	F _{hitung}	F _{tabel}	Nilai Sig	Keterangan
Inovasi, Kualitas Pelayanan dan Potongan Harga	36,238	3,15	0,000	Ho ditolak

The results of the determination coefficient (R²) test showed an adjusted R² of 0.516, which means that innovation, service quality, and discounts explain 51.6% of customer satisfaction, while 46.9% is influenced by other factors not studied.

Tabel 4. Results of the determination coefficient test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,729	0,531	0,516	1,95192

DISCUSSION

The results of this study are consistent with previous studies showing that innovation, service quality, and discounts have a positive effect on customer satisfaction. These findings support the theory that innovation in digital services, especially in the transportation sector, plays an important role in improving customer experience. Service quality has also been shown to be a dominant factor in building customer loyalty, as found in Tjiptono's (2019) study. In addition, the discount strategy implemented by Gojek is effective in increasing the attractiveness of the service for price-sensitive users. However, this study has limitations, including the limited geographical coverage only in Surakarta and the use of quantitative methods that may not fully capture the qualitative aspects of customer experience. Therefore, further research can expand the scope of the region and combine qualitative approaches to provide a deeper understanding of the factors that influence customer satisfaction.

CONCLUSIONS AND RECOMMENDATIONS

This study concludes that innovation, service quality, and discounts have a significant influence on customer satisfaction of the Gojek application in Surakarta. The company is advised to continue to improve service innovation, improve service quality, and maintain a discount strategy to increase customer satisfaction.

FURTHER STUDY

This study has several limitations that can be opportunities for further research. This study was only conducted in the Surakarta area, so the results may not be generalizable to other areas. Therefore, further research can expand the geographical scope so that the results obtained are more representative. In addition, this study only considered three main variables, namely innovation, service quality, and discounts. Future research can add other variables, such as customer loyalty or marketing strategy effectiveness, to provide a more comprehensive understanding of the factors that influence customer satisfaction. The use of qualitative research methods can also be considered to dig deeper into customer experiences and perceptions of Gojek services. Thus, further research can provide broader insights in developing strategies to improve customer satisfaction.

ACKNOWLEDGMENT

The author would like to thank the supervisor who has provided direction and guidance during this research. Gratitude is also expressed to Slamet Riyadi University which has provided academic support and research facilities. The author also thanks the respondents who have taken the time to fill out the

questionnaire, so that this research can be completed properly. In addition, the author expresses appreciation to family and friends who have provided moral support and motivation during the research process.

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