

The Effect of Perceived Service Quality and Brand Trust on The Repurchase Intention of Online Ojek Consumers in The Covid-19 Pandemic: Study on GOJEK Consumers in DKI Jakarta

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Abstract

Given the frequent occurrence of traffic jams in big cities such as Jakarta, many people prefer to travel by using online motorcycle taxi transportation services. Their main reason is none other than to shorten travel time, practical and efficiency. One of the online motorcycle taxi service providers is GOJEK, which has the largest consumers and partners. Perceived service quality and brand trust are thought to greatly influence the intention to repurchase online motorcycle taxi services during the COVID-19 pandemic, given the increasing caution and concerns of users of these transportation services. The purpose of this study was to find out how the perception of service quality and brand trust affects the repurchase intention of GOJEK consumers in DKI Jakarta during the covid-19 pandemic. This research was conducted using a survey method using multiple regression analysis tools. The sampling technique used is simple random sampling and a sample size of 189 people taken from GOJEK customers in DKI Jakarta. The results showed that the perception of service quality and brand trust had a positive and significant effect on repurchase intentions either partially or simultaneously.

Keywords: *Perceived Service Quality, Brand Trust, Repurchase Intention, GOJEK Consumers*

Introduction

The rapid developments in the field of communication and information technology also affect several aspects of human life and have a very significant impact on the acceleration of business transactions and social interactions from what initially required a longer and longer process to become more effective and efficient. The service sector, which is the largest sector of all businesses in the world, is a sector with a large and complex number of transactions. One of these service sectors is public transportation services that can meet the daily needs of the community.

Transportation services that have been a hallmark of Indonesia for a long time are two-wheeled motorized vehicle transportation services known as *ojek online*. This motorized vehicle is increasingly being used with the help of internet technology through the use of an application. Jakarta is the capital of Indonesia where the use of online motorcycle taxi services is the largest in all of Indonesia, but during the Covid-19 pandemic, their use has decreased significantly, especially for passenger transportation services. But on the other hand, usage for non-passengers, especially food delivery, shows an increasing trend. The online GOJEK transportation services currently operating in Indonesia, including in Jakarta, are controlled by two big brands, namely GOJEK and GRAB, both of which compete fiercely for their customers by competing to improve service quality and add new features to their applications in order

to improve brand image. in the eyes of consumers. Based on data from the Top Brand Index (2020) GOJEK has 47.3% and GRABs 43.5%.

The results of the Demographic Institute (FEB, University of Indonesia) research on the Experience Survey of GOJEK Driver During the Covid-19 Pandemic with 41,393 respondents in 15 provinces in Indonesia revealed that 63% of GOJEK driver partners stated that there was almost no income during March-April 2020, 36 % stated income was reduced, and the remaining 1% stated income was the same or increased. This illustrates the pressure conditions experienced by online motorcycle taxi drivers in an effort to meet their daily needs. The results of the author's survey for the last 3 weeks in June 2021 related to the behavior of repurchasing online transportation services during this pandemic. The results can be seen in Figure 1 which proves that it is true that there has been a decrease in the behavior of repurchasing online transportation services because as many as 86.7% of the sample of GOJEK online transportation users prefer to use private transportation compared to repurchasing GOJEK online transportation services. Judging from the graph, it also shows that during the Covid-19 pandemic, 63.3% of consumers chose not to recommend the use of online transportation to others and 56.7% of consumers chose not to make online transportation the main choice of transportation during a pandemic like now. This can also be a factor causing a decrease in repurchase intention for online transportation during a pandemic.

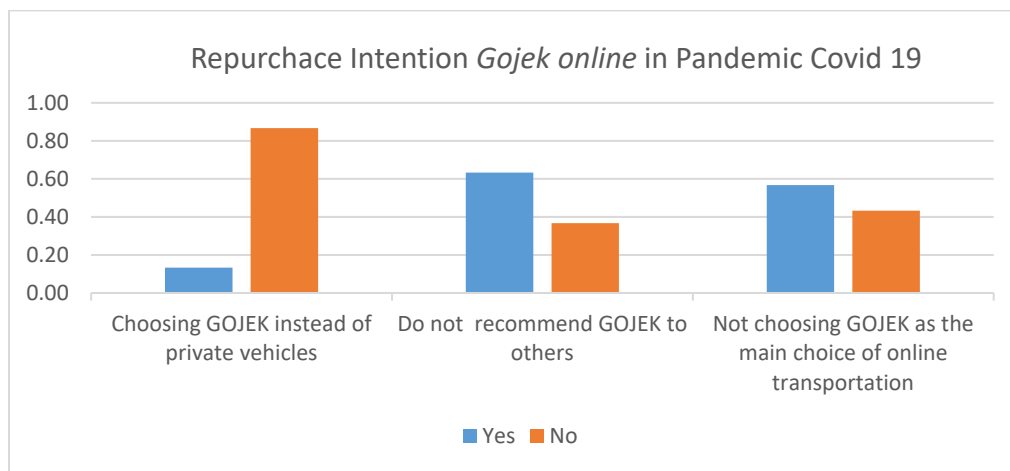


Figure 1. Results of the Pre-Survey of GOJEK Consumers' Repurchase Intention

Apart from the government's appeal regarding the suppression of the spread of the corona virus and some consumers who choose to use private transportation, the service quality factor also greatly influences the high and low intensity of GOJEK users. Especially during a pandemic that is very troubling to all groups of people. Driven by different levels of anxiety and fear in each individual in dealing with the corona virus, there are many different perceptions felt by the public. Sometimes even though on the driver side they feel that they have provided satisfactory service and have complied with all government directives and appeals to suppress the spread of the corona virus, there are passengers who feel that the driver still does not comply with the recommended health protocols, causing a bad perception from passengers on the quality of service. provided by the driver. The quality of service that is felt to be lacking will also trigger the emergence of a fairly high sense of worry about the transmission of the corona virus given the absence of a safe enough distance between the passengers and the drivers themselves. The anxiety that arises makes passengers feel less safe if they have to use online motorcycle taxi transportation services during the pandemic.

Service quality also affects consumer confidence in the company. If a company does not pay too much attention to the quality of the services they provide and does not seem to respect consumers, this will lead to consumer disappointment and distrust of the company, which will affect the company's image in the future. This encourages the company to continue to increase customer confidence in the GOJEK brand itself. With the high sense of trust given by customers to the GOJEK brand, it will be felt by customers, it will be one of the company's strategies to be able to continue to maintain its business and profits.

Efforts that can be made for GOJEK's online transportation company by improving service quality have been recommended by several previous studies, considering the results of previous studies examining the same solution variables suggest that service quality ultimately has an impact on consumer repurchase intention (Han et al., 2015; Septiani. et al., 2017; Leonard & Thung, 2017). Another effort that can be recommended to increase consumer buying intention is brand trust, suggesting that brand trust has a significant effect on repurchase intention (Han et al., 2015; Rimawan et al., 2017; Trivedi & Yadav, 2018). Although it has similarities in several respects with previous research that discusses the main issues of intention in buying transportation services, this study has differences in terms of the unit of observation, namely the type of transportation itself, namely motorized vehicles (ojek) that use applications. Apart from this, different conditions also distinguish this research from previous research, namely the Covid 19 pandemic.

Based on the background that has been revealed, this research is entitled "The Effect of Perceived Service Quality and Brand Trust on the Repurchase Intention of Online Ojek Consumers in the Covid-19 Pandemic Period (Study on GOJEK Consumers in DKI Jakarta)". The formulation of the problem that can be taken is as follows: 1) How is the effect of Perceived Service Quality on the repurchase intention of GOJEK consumers in DKI Jakarta? 2) How does Brand Trust affect GOJEK consumers' repurchase intention in DKI Jakarta? 3) How is the influence of Perceived Service Quality and Brand Trust Together on the Repurchase Intention of GOJEK consumers in DKI Jakarta?

LITERATURE STUDY

Perceived Service Quality

Service quality is one part of the marketing management strategy. The development of this service quality should always be reviewed and developed considering the large amount of competition between companies, technological advances, and high market demand. Good and professional service quality will be an advantage for the company in order to be able to survive and still get a high image and trust in the eyes of consumers. Perceived service quality is a measure of the difference/difference between consumer expectations and the services provided by the company. According to Caro & Gracia (2006), there are two perspectives on perceived service quality. In the first perspective, Caro & Gracia argue that "perceived service quality is based on the disconfirmation paradigm" which means that the service quality perceived by the customer is an unconfirmed paradigm or mindset so that it cannot be generalized. Service quality as perceived by customers can be defined as the extent of discrepancy between customer expectations or desires and their perceptions. All analyzes of service quality are generally subjective considering that the quality perceived by someone is different from one another; with reference to the opinion of Parasuraman et al., (1985) perceived service quality has five dimensions as follows: tangible, reliability, responsiveness, assurance and empathy. The five dimensions of service quality are used as a reference in this study.

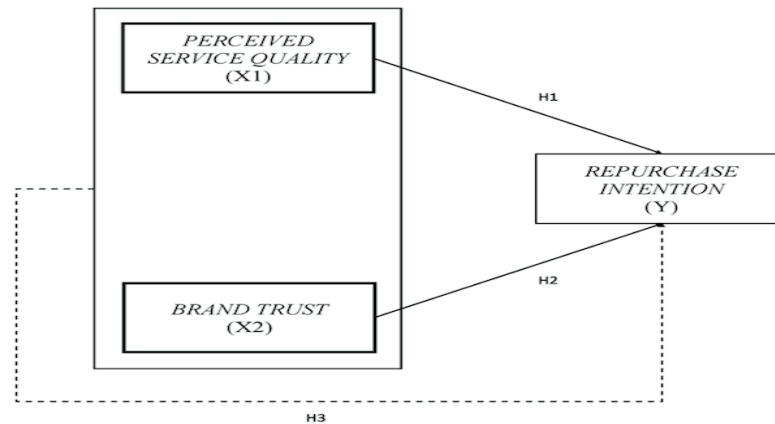
Brand Trust

Brand trust was first put forward by Howard and Sheth (1969) who were quoted in Zhao, Huang, & Su (2019) who said "who believe brand trust can have a positive impact on consumer willingness". According to El-Naggar and Bendary (2017), brand trust is a perception and expectation based on the belief that a certain brand has advantages or characteristics that are competent, credible, and consistent. The dimensions and indicators of brand trust in this study were developed from the concept of Delgado-Ballester et al. (2003) cited by Norouzi et al. (2016) which is basically divided into two dimensions, namely, brand reliability (brand reliability fulfills promises), and brand intentionality (brand ability to create intention and intention to buy).

Repurchase Intention

Repurchase is any business or economic behavior related to the procurement of goods, materials of the right quality and quantity available to carry out operating activities during a certain period. According to Hilal & Top (2019), repurchase is customer behavior that results in the customer's desire to buy the same item more than once. Repurchase intention is the subjective probability that customers (experienced customers) will continue to buy products from the same seller or buy products (Chiu et al. in Trivedi and Yadav, 2018) or services again from the same company (Hellier et al. in Trivedi and Yadav, 2018). The repurchase intentions dimension used is the dimension based on Nikbin et al. (2011) The repurchase intentions dimension used can be measured by three indicators, namely: 1) Reusing 2) The main choice for future purchases 3) There is a strong intention to try other types of products. The research model and hypothesis are as illustrated in Figure 2.

Figure 2. The Research Model and Hypothesis



Hypothesis

- H₁*: Perceived Service Quality has a significant effect on Repurchase Intension in the use of GOJEK transportation services during the pandemic.
- H₂*: Brand Trust has a significant influence on Repurchase Intention in using GOJEK transportation services during the pandemic.
- H₃*: Perceived Service Quality and Brand Trust together have a significant influence on Repurchase Intention in using GOJEK transportation services during the pandemic.

RESEARCH METHODS

This study uses a survey method with the main instrument a Likert scale questionnaire with five categories referring to the dimensions and indicators of each variable studied. The sampling technique used in this study is simple random sampling with the number of samples taken as many as 120 respondents using GOJEK online motorcycle taxis. Data was obtained by distributing questionnaires randomly to a number of respondents who had used GOJEK transportation services who were domiciled in Jakarta during the COVID-19 pandemic. The sample size taken refers to the opinion of Hair et al. (2010) who said that the number of samples as respondents must be adjusted to the number of question indicators used in the questionnaire, assuming $n \times 5$ observed variables (indicators) up to $n \times 10$ observed variables (indicators). In this study, the authors used $n \times 5$ with 24 indicator items used to measure 3 variables.

The data analysis method that the author chooses is the multiple regression analysis method. Multiple regression equation is a mathematical equation that identifies the relationship between two or more variables. Before the results of the data processing were tested, the validity and reliability tests were carried out as well as the classical assumption test. The results of the validity test show that all instruments in each variable are declared valid and feasible for further processing considering that the r arithmetic result is greater than the r -table (0.1428). Likewise, for the reliability test, it was found that all variables had *Cronbach's Alpha values*, each Perceived Service Quality (0.936), Brand Trust (0.911), Repurchase Intention (0.852) where the value was above 0.60 which means that all respondents' answers are consistent/can be trusted so that it deserves further processing.

DISCUSSION

The partial test results for the Perceived Service Quality variable on Repurchase Intention based on the SPSS output results obtained a *sig value* of 0.036 which is smaller than the *alpha value* of 0.05, so it can be concluded that the

Perceived Service Quality variable has a significant effect on the Repurchase Intention variable (table 1). These results mean that the higher the perceived service quality, the higher the consumer's repurchase intention will be. On the other hand, the lower the service quality, the lower the consumer's desire to repurchase. In this regard, to improve the perceived service quality, the company should improve these aspects of perceived service quality, especially in terms of the inability of Go-Ride drivers to fulfill the services needed by consumers, because based on descriptive data analysis, these aspects have the lowest value.

Table 1. The Regression Coefficient Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.737	1.845		1.483	.140
X1	.066	.031	.166	2.111	.036
X2	.469	.064	.578	7.341	.000

a. Dependent Variable: Y

For the other partial variable, namely Brand Trust on Repurchase Intention, based on the SPSS output, the *sig value* is 0.000 which is smaller than the *alpha value* of 0.05. so that it can be concluded that the Brand Trust variable has a significant effect on the Repurchase Intention variable. These results imply that the higher the brand trust, the higher the consumer's repurchase intention will be. Conversely, the lower the brand image, the lower the consumer's desire to repurchase. In this regard, to improve brand image, the company should improve aspects of the brand image, especially in terms of Go-Ride driver compliance with health protocols implemented by the government, because based on descriptive data analysis these aspects have the lowest value.

Table 2. The Coefficient of Determination Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.712 ^a	.507	.501	3.187	2.019

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

The results of the simultaneous test (table 3) obtained that the calculated *F value* (95.473) is greater than *F* table (3.04) and is supported by a *sig value* of 0.000 which is smaller than the *alpha value* of 0.05, so it can be concluded that the variables Perceived Service Quality (X_1) and Brand Trust (X_2) has a simultaneous effect on the variable Repurchase Intention (Y). because H_a is accepted, individual testing can be carried out. These results mean that to increase intention in reusing GOJEK services, service quality and brand image must be improved simultaneously, no one should be prioritized or prioritized. The variables Perceived Service Quality and Brand Trust have a significant contribution jointly of 50.1% to the Repurchase Intention variable and the remaining 49.9% is explained by other factors not examined. In other words, within the scope of this research, there are still many other factors that can be explored that affect consumer buying intention in addition to perceived service quality and brand trust (table 2).

Table 3. F-Test Regression

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1939.325	2	969.662	95.473	.000 ^b
	Residual	1889.099	186	10.156		
	Total	3828.423	188			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Although it has similarities and is supported by several previous studies on services, especially transportation services, this study differs in terms of units of observation and units of analysis as well as the underlying conditions. The unit of observation is wheeled motorized vehicle transportation known as ojek and the unit of analysis is the user of the ojek transportation service. The conditions are different from previous research, namely where this research was carried out in conditions of the Covid 19 pandemic which is estimated to greatly affect the use of the online motorcycle taxi transportation service. The limitations of this study are: 1) the factors that are thought to influence buying intention are limited (only 2 variables), 2) the number of samples is limited, and the scope of the observation area is small. However, the research results obtained in this study support the three hypotheses that have been stated previously.

CONCLUSIONS AND RECOMMENDATIONS

Based on the discussion that has been described, some conclusions and recommendations can be expressed as follows:

- 1) Perceived Service Quality has a significant influence on GOJEK consumers' repurchase intentions in DKI Jakarta
- 2) Brand Trust has a significant influence on GOJEK consumers' repurchase intentions in DKI Jakarta
- 3) Perceived Service Quality and Brand Trust together have a positive and significant impact on GOJEK consumers' repurchase intentions in DKI Jakarta. Thus, the results of the study support the previously stated hypothesis

To be able to improve Perceived Service Quality, companies must urge drivers to be more empathetic to consumers in fulfilling what services are needed and it is hoped that. To increase brand trust, companies must increase stricter rules for Go-Ride drivers to better comply with health protocols. Recommendations for further researchers 1) Increase the number of respondents in order to get more accurate results. 2) Expanding the scope of observations because in this study the sample was limited to GOJEK consumers in DKI Jakarta.

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