

CHAPTER V

CONCLUSION

5.1. Conclusion

Based on the various analyses conducted previously in this research, the researcher can draw conclusions. These conclusions can be used as answers to the research problem. The following are the conclusions that can be drawn from this research:

1. Perceived sales promotion on Go-Jek has an impact on satisfaction.
2. Perceived sales promotion on Go-Jek has an impact on loyalty.
3. Perceived service quality on Go-Jek has an impact on satisfaction.
4. Perceived service quality on Go-Jek has no impact on loyalty.
5. Perceived benefits of the booking application on Go-Jek have an impact on satisfaction.
6. Perceived benefits of the booking application on Go-Jek have an impact on loyalty.
7. Satisfaction on Go-Jek has an impact on loyalty.
8. Satisfaction mediates the relationship between sales promotion and loyalty.
9. Satisfaction mediates the relationship between service quality and loyalty.
10. Satisfaction mediates the relationship between benefits of the booking application and loyalty.

5.2. Managerial Implications

The conclusions drawn from this research are incorporated into the managerial implications. From a managerial perspective, this research aims to examine factors impacting customers satisfaction and loyalty in the Go-Jek application. Based on the research findings, there are several managerial implications in Go-Jek, including:

1. PT. Go-Jek should enhance its performance in conducting promotions, such as providing more rewards and discount vouchers to customers who book online

transportation through the Go-Jek application. Alternatively, PT. Go-Jek may hold special events for users who reach certain milestones.

2. PT. Go-Jek should improve their service quality and interact with customers. This can be done by improving the training process and requirements for drivers to ensure better quality service for customers.
3. PT. Go-Jek should improve their effectiveness and security of the Go-Jek application to anticipate any errors or bugs in the future.
4. PT. Go-Jek should improve the performance of drivers so that customers are satisfied.
5. Go-Jek should improve their reliability and accuracy by providing a complete information as possible on the application.

5.3.Research Limitation

Based on the findings of the research, there is a limitation that should be considered for future studies. The limitation is identified in the low AVE of the variable benefits of the booking application which less than 0.5. There is a lack of understanding of respondents to the questionnaire regarding the benefits of the booking application, therefore, the AVE value on the variable is low.

5.4.Suggestions for Further Research

Based on the findings of the research, the following are suggestions for further research:

1. In the next research, the researcher is expected to be better at making questionnaire items with words that is easier for respondents to understand hence the respondents will be more understanding to the questionnaire. Thus, the AVE value achieved will be higher.

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The impact of perceived sales promotion, perceived benefits of the booking application, perceived service quality on customers loyalty with satisfaction as the mediating variable (case of Gojek)

Dear respondents,

My name is Abigael Maeylien Subandrio, International Management student, Faculty of Business and Economics, *Atma Jaya University Yogyakarta*.

I am currently conducting research for the purposes of my final thesis project entitled "**The Impact of Perceived Sales Promotion, Perceived Benefits of The Booking Application, Perceived Service Quality on Customers Satisfaction and Loyalty**".

In this regard, I ask for help from friends to fill out this questionnaire.
For your availability and time, I thank you.

Apakah anda memiliki aplikasi Gojek? *

- ☐ Ya
☐ Tidak

Apakah anda pernah memesan transportasi online Gojek? *

- ☐ Ya
☐ Tidak

Aplikasi Gojek mudah untuk dipahami dan tidak sering terjadi *error* *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Fitur dalam aplikasi Gojek cukup mudah dipelajari bagi saya *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Tidak dibutuhkan banyak usaha dalam menggunakan aplikasi ojek *online* Gojek *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Aplikasi Gojek menyediakan banyak promo bagi penggunanya *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Mudah untuk membatalkan pesanan atau memesan ulang melalui aplikasi Gojek *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Aplikasi Gojek adalah aplikasi yang bermanfaat *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Aplikasi Gojek fleksibel karena dapat dilakukan dan digunakan kapan saja *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Aplikasi Gojek memudahkan saya dalam berpergian *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Dengan menggunakan aplikasi ojek *online* Gojek membuat waktu menjadi lebih efisien dalam beraktifitas *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Saya akan merekomendasikan aplikasi Gojek *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Aplikasi Gojek mampu meningkatkan kinerja sehingga saya akan merekomendasikan jasa tersebut kepada teman-teman *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Saya menganggap Gojek sebagai pilihan pertama saya saat berpergian tanpa transportasi pribadi *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Aplikasi Gojek membuat lebih produktif saat menggunakan aplikasi tersebut untuk bertransportasi *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Saya lebih suka berpergian dengan Gojek daripada menggunakan transportasi ojek *online* lain *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Dengan memesan jasa Gojek segala aktifitas menjadi lebih mudah saat berpergian *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Saya berniat untuk tetap berpergian menggunakan Gojek saat saya berpergian dengan kendaraan umum *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Program *cashback* yang diterima wajar *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Nilai *cashback* yang diterima sesuai *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Cashback yang diperoleh dengan jarak yang ditempuh masuk akal *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Aplikasi Gojek menawarkan beragam *reward* yang memadai (*cashback*, GoClub, GoCoins) *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Saya dapat menggunakan nilai poin yang saya dapat untuk semua transaksi dilayanan aplikasi *

Gojek

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Aplikasi Gojek menawarkan sejumlah promo yang wajar dan bervariasi *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Driver Gojek datang tepat waktu *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Driver Gojek berpenampilan menarik, bersih, dan rapi *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Driver Gojek ramah dan sopan *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Kendaraan yang dipakai Gojek sesuai ketentuan yang berlaku *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Kendaraan yang dipakai Gojek bersih *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Driver Gojek mengemudi dengan aman *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Driver Gojek sangat cepat merespon permintaan pelayanan pelanggan *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Driver Gojek selalu berkelakuan baik dan bersikap sopan terhadap customer

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Driver Gojek selalu menggunakan GPS *smartphone* jika tidak tahu rute perjalanan yang ditempuh *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Penjemputan dari driver Gojek cepat *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Saya merasa senang dengan keputusan saya untuk berpergian dengan Gojek *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Saya merasa puas dengan kemudahan memesan ojek online lewat aplikasi Gojek sehingga saya merekomendasikan jasa tersebut kepada teman *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Saya puas dengan Gojek *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Saya merasa puas sehingga berminat menggunakan jasa aplikasi ojek online Gojek kembali demi menunjang aktifitas sehari - hari *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Saya merasa puas dengan segala bentuk pelayanan yang diberikan oleh driver Gojek *

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju



B B A 1	B B A 2	B B A 3	B B A 4	B B A 5	B B A 6	B B A 7	B B A 8	B B A 9	B B A 10	L 1	L 2	L 3	L 4	L 5	L 6	L 7	S P 1	S P 2	S P 3	S P 4	S P 5	S P 6	S Q 1	S Q 2	S Q 3	S Q 4	S Q 5	S Q 6	S Q 7	S Q 8	S Q 9	S Q 10	S 1	S 2	S 3	S 4	S 5	
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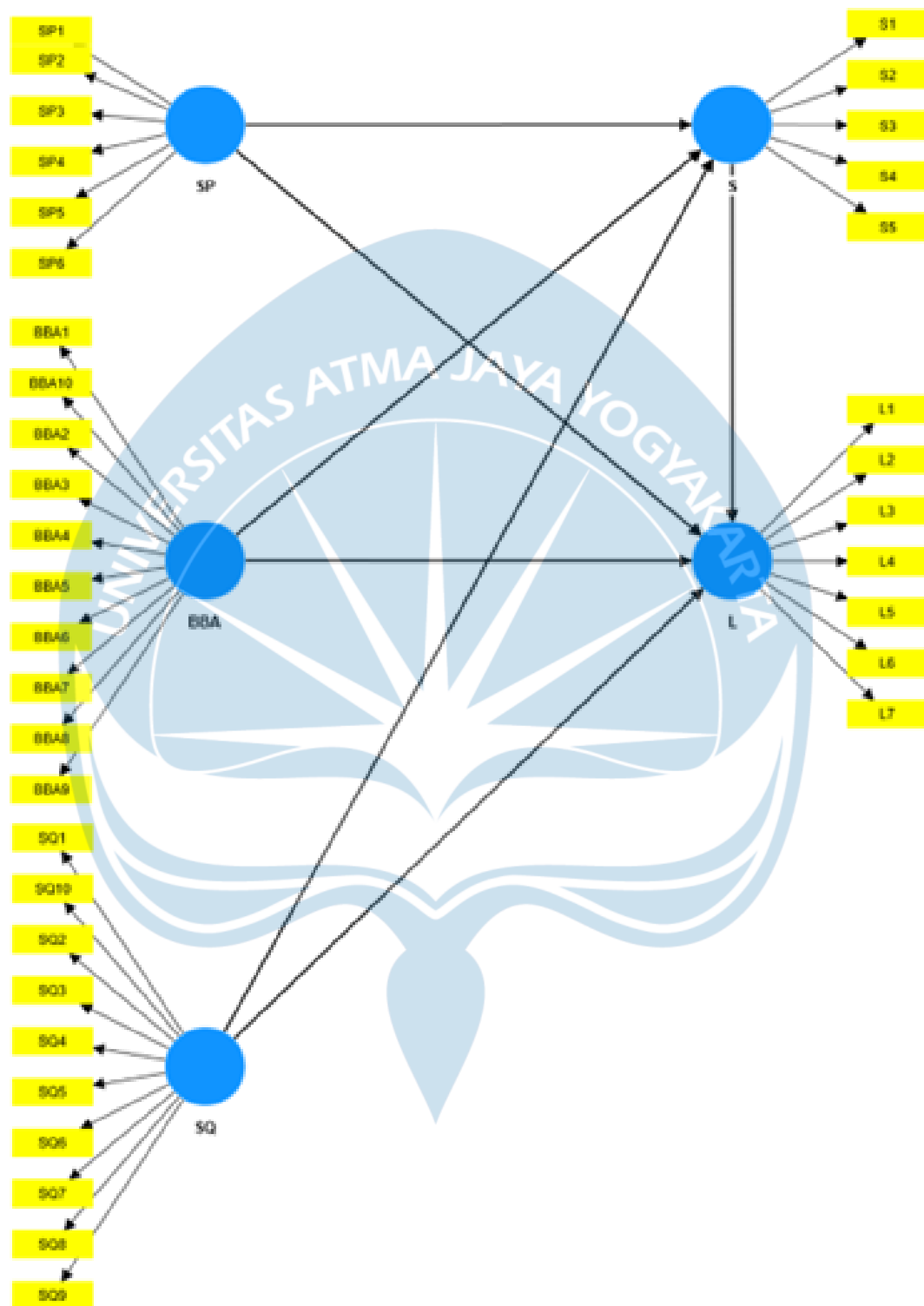
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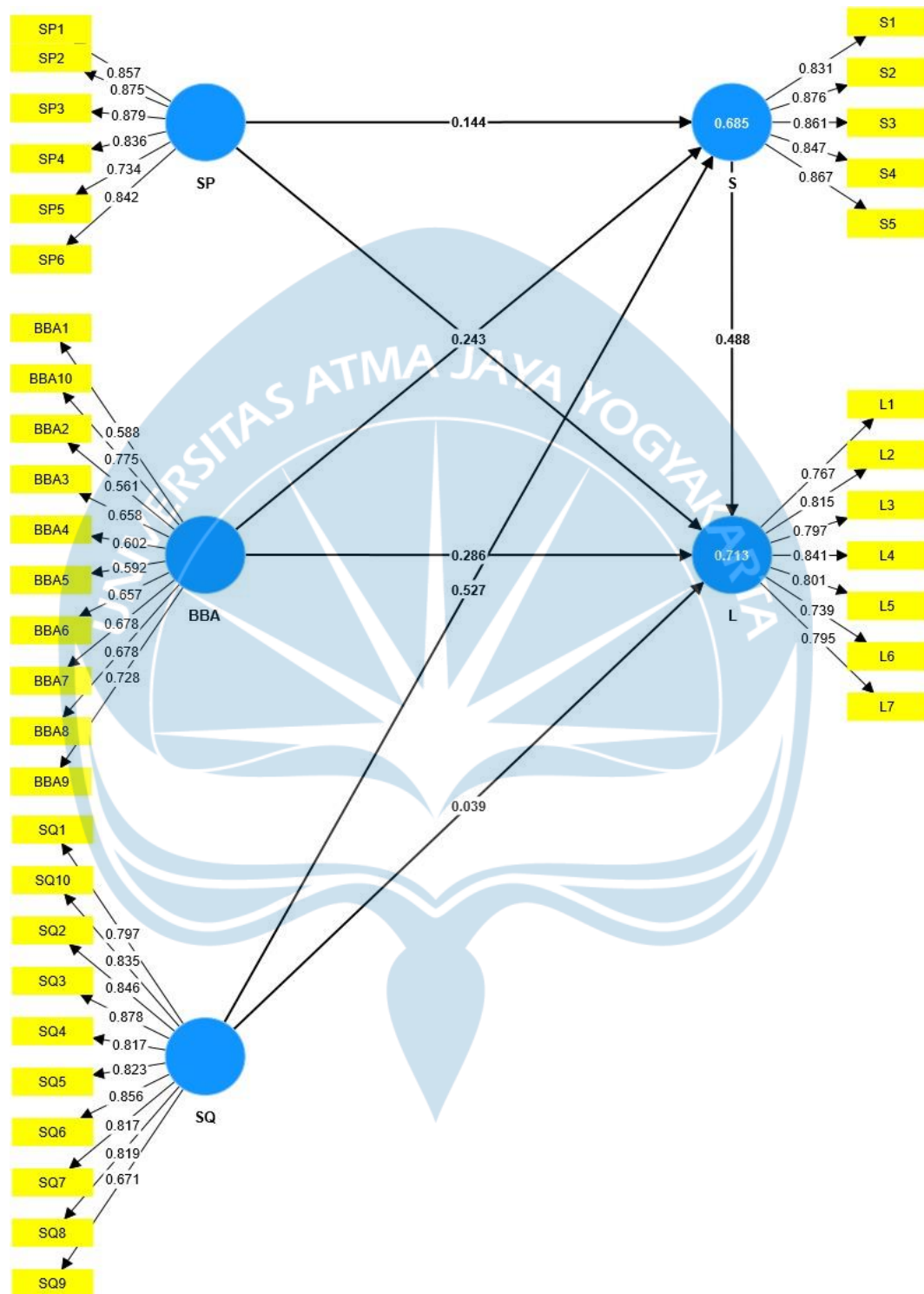
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Structural Model



Outer Model

	BBA	L	S	SP	SQ
BBA1	0,588				
BBA10	0,775				
BBA2	0,561				
BBA3	0,658				
BBA4	0,602				
BBA5	0,592				
BBA6	0,657				
BBA7	0,678				
BBA8	0,678				
BBA9	0,728				
L1		0,767			
L2		0,815			
L3		0,797			
L4		0,841			
L5		0,801			
L6		0,739			
L7		0,795			
S1			0,831		
S2			0,876		
S3			0,861		
S4			0,847		
S5			0,867		
SP1				0,857	
SP2				0,875	
SP3				0,879	
SP4				0,836	
SP5				0,734	
SP6				0,842	
SQ1					0,797
SQ10					0,835
SQ2					0,846
SQ3					0,878
SQ4					0,817
SQ5					0,823
SQ6					0,856
SQ7					0,817
SQ8					0,819
SQ9					0,671

Outer loadings

	R-square	R-square adjusted
L	0,719	0,713
S	0,690	0,685

R square

	Cronbach's alpha	Composite reliability (rho_a)	Average variance extracted (AVE)
BBA	0,851	0,862	0,429
L	0,902	0,903	0,630
S	0,909	0,910	0,734
SP	0,915	0,920	0,703
SQ	0,944	0,946	0,668

Composite reliability and AVE

	BBA	L	S	SP	SQ
BBA1	0,588	0,358	0,342	0,311	0,372
BBA10	0,775	0,688	0,633	0,494	0,566
BBA2	0,561	0,352	0,427	0,448	0,452
BBA3	0,658	0,474	0,472	0,451	0,507
BBA4	0,602	0,399	0,411	0,388	0,399
BBA5	0,592	0,503	0,486	0,625	0,464
BBA6	0,657	0,463	0,460	0,617	0,504
BBA7	0,678	0,571	0,470	0,417	0,390
BBA8	0,678	0,436	0,348	0,334	0,355
BBA9	0,728	0,499	0,475	0,429	0,449
L1	0,688	0,767	0,666	0,564	0,562
L2	0,659	0,815	0,684	0,502	0,584
L3	0,489	0,797	0,636	0,476	0,492
L4	0,578	0,841	0,628	0,594	0,601
L5	0,523	0,801	0,649	0,602	0,606
L6	0,630	0,739	0,575	0,513	0,539
L7	0,545	0,795	0,630	0,556	0,565
S1	0,573	0,683	0,831	0,631	0,725
S2	0,672	0,730	0,876	0,600	0,702
S3	0,635	0,672	0,861	0,601	0,674
S4	0,538	0,718	0,847	0,519	0,597
S5	0,597	0,647	0,867	0,585	0,707
SP1	0,597	0,615	0,573	0,857	0,596
SP2	0,582	0,591	0,573	0,875	0,584
SP3	0,621	0,658	0,655	0,879	0,690
SP4	0,572	0,533	0,546	0,836	0,595

SP5	0,534	0,500	0,515	0,734	0,508
SP6	0,589	0,535	0,579	0,842	0,575
SQ1	0,538	0,571	0,621	0,583	0,797
SQ10	0,568	0,629	0,683	0,577	0,835
SQ2	0,535	0,604	0,657	0,582	0,846
SQ3	0,572	0,604	0,678	0,605	0,878
SQ4	0,579	0,541	0,608	0,551	0,817
SQ5	0,526	0,530	0,605	0,537	0,823
SQ6	0,559	0,615	0,673	0,584	0,856
SQ7	0,626	0,580	0,686	0,621	0,817
SQ8	0,564	0,597	0,705	0,570	0,819
SQ9	0,549	0,533	0,569	0,581	0,671

Cross loadings

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
BBA -> L	0.286	0.289	0.080	3.593	0.000
BBA -> S	0.243	0.246	0.071	3.443	0.001
S -> L	0.488	0.485	0.097	5.054	0.000
SP -> L	0.125	0.124	0.068	1.824	0.068
SP -> S	0.144	0.143	0.076	1.895	0.058
SQ -> L	0.039	0.041	0.098	0.393	0.695
SQ -> S	0.527	0.527	0.078	6.722	0.000

Path Coefficient (mean, stdev, tvalues, pvalues)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
SQ -> S -> L	0.257	0.254	0.058	4.434	0.000
SP -> S -> L	0.070	0.071	0.042	1.658	0.097
BBA -> S -> L	0.118	0.120	0.044	2.713	0.007

Specific Indirect Effects

