

SERVICE QUALITY FACTORS THAT DETERMINE CONSUMER SATISFACTION UBER ACCORDING TO USERS PERCEPTION IN JAKARTA

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Abstract

Nowadays the existence of transport services online are familiar with the title Uber become the choice of most people in Jakarta to enjoy the facilities created by technology applications via smartphones. The purpose of this study was to determine the factors of quality of service that is forming a consumer satisfaction in using Uber transportation services in the city. This research is a quantitative study using data analysis techniques that factor analysis as well as using a sampling technique nonprobability sampling with sub sampling technique that is incidental sampling. The results showed that there are five factors based on the initial quality of service in using Uber transportation services in the city, among others: physical appearance, ability, responsiveness, assurance, and empathy. In this study formed a new factor called factor of flexibility that can adapt to consumers Uber well as the most dominant factor that into customer satisfaction based on quality of service in using the services of transport Uber is empathy.

Keywords: Uber, service quality, customer satisfaction, sharing company, consumer analysis

1. INTRODUCTION

In Indonesia, the role of public transport is very influential on the development of traffic on the highway, especially in large cities that do have a high level of activity every day. People are required to perform in an efficient and dynamic mobility, even though so many factors that can hinder the continuity of it. Call it the congestion caused by the surge in the level contained motorists, even so it does not change a person's desire to use public transportation such as trains or buses. That is because even want to do the activity easily and quickly, many people choose to use private vehicles such as motorcycles or cars.

Uber Occurrences in Jakarta, Bandung, and Bali has caused a variety of different effects. As the news about the demonstrations arising from taxi drivers who can not accept the existence of Uber, which is considered to provide revenue losses for them. Such as the refusal of the Governor of Bandung, Mr. Ridwan

Kamil against Uber appearance in Bandung. However, it does not have a major impact on the spread of Uber itself. Current proven Uber operations continue to run its activities as usual, it also can not be separated from the public response was supportive and felt the presence of helpful Uber so keep using their services to conduct the transfer.^[1]

Uber very attracted the attention of many people, it is evident from the number of downloads the application and also the services Uber, which is visible from the review at both the Uber app in Google Play and in the Apple Store.^[2] There are many opinions why people are interested in using the services Uber. A company will be successful if it provides value and satisfaction to the buyer or consumer market. Consumers choose offer vary based on the perception will be deals that provide the greatest value.

Based on the above description, Uber as known one of e-commerce model business that popular nowadays will be attached in the future. Also we have to know, Konzinets et al's state that E-commerce is defined as the process of buying, selling, transferring or exchanging products, services or information through computer networks via the internet.^[8] And then, the researcher is interested to analyze the factors of what makes the capital's residents prefer to use the Jakarta Uber taxi services.

2. BASIC THEORY AND METHODS

2.1 Consumer Behavior

Consumer behavior is all the activities, actions, as well as the psychological processes that drive those actions in the moments before buy, when to buy, use, spend your products and services after doing the above matters or activities evaluated.^[3]

2.2 Quality of Service

Quality of service is the overall characteristics and properties of a product or service that affect its ability to satisfy stated or implied needs.^[2]

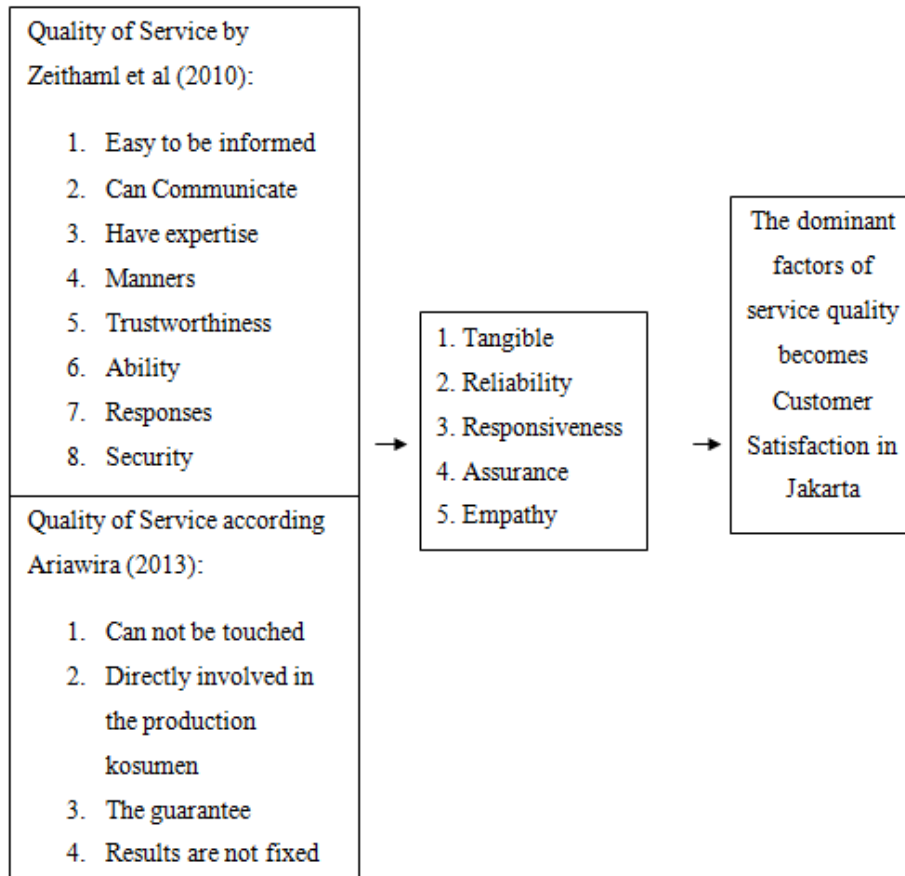
2.3 Services or Services

Services is any action or activity that can be offered by one of the other parties, which are essentially intangible (intangible) and does not lead to any ownership, production may be associated or not associated with a physical product.^[2]

2.4 Customer Satisfaction

States that consumer satisfaction is the label used by consumers to summarize a set of action or actions are visible, associated with a product or service.^[4]

2.5 Framework



2.6 Research methods

The method used in this research is quantitative method with data analysis techniques using factor analysis. The population in this study is the Uber users in the city known to many as 9,000,000 people based on the data in June 2016^[5]. In determining the number of samples, the researchers used the formula slovin with an error rate of 10%. Based on the results of these calculations can be seen that the sample in this study amounted to 100. The sampling technique used in this study is nonprobability sampling with sub sampling technique that is incidental sampling. While data collection techniques done by distributing questionnaires to the respondents and literature.

3. DISCUSSION

Factor analysis is a method of research that aims to identify, classify, and reduce the factors that constitute a variable dimension. In this study, researchers using statistical software Statistical Program of Social Science (SPSS) version 21

for windows in performing calculations to obtain accurate data and minimize data processing errors.^[6]

3.1 KMO and Bartlett Test Sphericity

To test the accuracy of the factors that form used statistical tests Bartlett Test Sphericity with significant values of <0.05 and Kaiser Mayer Olkin (KMO) to determine the feasibility of factor analysis. If the index values ranged from 0.5 to 1, then the factor analysis feasible. but on the contrary, if the value of the index is below 0.5, then the factor analysis is not worth doing.^[7]

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,852
Bartlett's Test of Sphericity	Approx. Chi-Square	206,318
	Df	10
	Sig.	,000

Picture 3.1 Result of KMO and Bartlett Test Sphericity

Source: SPSS Data Processed (2016)

Based on the picture 3.1 is known that the KMO is 0.852 with 0.000 significance. Because the number is already above 0.5 KMO and significance below 0.05, then there are factors that can be further analyzed by factor analysis.

3.2 Anti Image Matrices

After performing data processing with KMO and Bartlett Test Sphericity, the next step is to see the correlation between the variables independently which can be seen in Table Anti Image Matrices having regard to the value Measure of Sampling Adequacy (MSA).

Table 3.1
Anti Image Matrices

		Fisik	Kemampua n	Tanggapa n	Jaminan	Empati
Anti-image Covariance	Fisik	,670	-,133	-,062	-,097	-,048
	kemampuan	-,133	,529	-,072	-,151	-,081
	tanggapan	-,062	-,072	,507	-,065	-,200
	jaminan	-,097	-,151	-,065	,483	-,138
	Empati	-,048	-,081	-,200	-,138	,436
Anti-image Correlation	Fisik	,902 ^a	-,224	-,106	-,170	-,089
	kemampuan	-,224	,867 ^a	-,140	-,300	-,168
	tanggapan	-,106	-,140	,842 ^a	-,132	-,426
	jaminan	-,170	-,300	-,132	,853 ^a	-,301
	empati	-,089	-,168	-,426	-,301	,818 ^a

Source: SPSS Data Processed (2016)

Based on Table 3.1 shows that the value of MSA (the numbers on the diagonal Anti Image Correlation) > 0.5, then the value of each factor that is predictable and analyzed further.

3.3 Factoring Process

In determining the new factor, can be done by looking at the value of Initial Eigenvalues in Table Total Variance Explained.

Table 3.2
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,191	63,816	63,816	3,191	63,816	63,816
2	,618	12,359	76,175			
3	,484	9,672	85,847			
4	,393	7,868	93,714			
5	,314	6,286	100,000			

Source: SPSS Data Processed (2016)

Based on Table 3.2 shows that the first component (Initial Eigenvalues) on total column has a value of 3.191 or > 1, which means that the value can be formed into a new factor. Whereas the first component (Initial Eigenvalues) Column% of variance has a value of 63.816 which means factors (dimensions) used in the analysis of factors able to explain the variation of 63.816%. Based on the above data processing can be seen that in this study there is only one new factor, which is formed, this is because in the second to fifth component total value (Initial Eigenvalues) generated <1.

3.4 Grouping Factor

After making the factoring process, the next step is grouping factors.^[6] The grouping of factors is to determine each factor beginning to tap into new form factors.

Table 3.3
Component Matrix

	Componen t
	1
Empati	,843
Jaminan	,829
Kemampua n	,805
Tanggapan	,802
Fisik	,709

Source: SPSS Data Processed (2016)

Based on Table 3.3 shows that the five factors of the existing early will enter into component 1 (new factor), this is because in this study only formed one new factor. The results of data processing Component Matrix above also shows that there are factors that the correlation <0.5 , then these five factors do not need to do the rotation factor. Rotation factors occur if there are more than one component and are of equal value in one component with another component.^[6]

Based on the above data processing result is known that there are five sub-factors in sequence, namely: Empathy 84.3%, 82.9% guarantee, 80.5% capability, response 80.2%, and 70.9% Physical. Thus it can be seen that the most dominant factor in this study is the comfort factor with the highest correlation value is equal to 0.843 or 84.3%.

3.5 Labelling

Based on the results of data processing Total Variance Explained can be seen that from the beginning that there are 5 factors, ultimately formed one new factor called factor of flexibility that can adapt to consumers Uber. This factor is called the flexibility to adjust due to sub-factor of the new factor, which includes physical, ability, assurance, responsiveness, and empathy are important owned Uber Uber as excellence in serving its customers to be able to adjust as desired passenger. It can also be a comparison of taxi Uber other online, can also be used as Uber became one of the advantages as taxi services online.

4. CONCLUSION

Based on the results of data processing and analysis as well as a discussion of "Service Quality Factors that Determine Consumer Satisfaction Uber According to Users Perception in Jakarta", it can be concluded as follows:

1. Based on preliminary study contained 5 layananan initial quality factor into consumer satisfaction users Uber taxi service in the city sequentially, namely: physical, ability, responsiveness, assurance, and empathy.
 2. Based on the results of data processing by factor analysis to form one new factor, which is named with the flexibility to adapt to consumers Uber, which consists of five sub-factors in sequence, namely: empathy, assurance, ability, responsiveness, and empathy.
 3. Of the five sub-factors the flexibility to adapt to consumers Uber, it can be seen that the most dominant factor is the factor of empathy with the highest correlation value is equal to 0.843 or 84.3%.
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