

THE RELATIONSHIP BETWEEN SERVICE QUALITY, AND PERCEPTION OF EXPEDIENCY WITH THE DECISION OF GO-RIDE SERVICE USERS IN MAKASSAR

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ABSTRACT

This study aims to analyze the relationship between service quality, perceived utility, and the choices made by go-ride service users in Makassar. The theories used in this study are the service decision theory developed by Kotler and Keller, Davis's theory of perceived usefulness, and Kotler's theory of service quality. 50 Makassar go-ride service users were given questionnaires as part of the quantitative study methodology. The Pearson product-moment correlation approach is the one employed for data analysis. The study finds findings that decisions about which services to employ are positively and significantly correlated with both service quality and perceived usefulness.

Keywords: Benefit Perception; Service User Decision; Service Quality

INTRODUCTION

To encourage strategies to increase sales results, a company is required to be able to attract customers and understand the wants and needs of customers, so that later they will decide to buy and use goods or services offered by producers. Through maximum service levels, customers will feel happy and their confidence in using a product will be greater and more positive. When customers get something based on their expectations, their trust in the customer will be more positive. Customer confidence in an enterprise largely depends on the good quality of service from the company. Customer confidence is a form of agreement with the company, as a result of their decision to use the products or services offered by the company (Tjiptono, 2001).

This is what was later developed by PT. Go-Jek Indonesia. This startup company known as a *startup* initiated by Nadiem Makarim is a company formed in Jakarta in 2010. This company houses transportation services via the Internet and applications that provide more value for users of transportation services, especially conventional motorcycle taxis, this certainly does not escape the efficiency provided. Go-Jek has successfully revolutionized the industry of traditional Ojek transportation modes by making *mobile internet* technology the main tool. When it was first established, this company tried to offer several features, such as the delivery of goods, online shopping, food delivery, and of course online motorcycle taxi applications ordered through mobile applications. The Go-Jek application can be downloaded on the Google Play Store and on the Apple iOS operating system and has been downloaded more than 22 million times as of January 2018 (Ismail, 2014).

Furthermore, to meet market desires in various regions in Indonesia, Go-Jek has now colored the wheels of life in several cities in Indonesia, such as the Greater Jakarta area, Surabaya, Bandung, Yogyakarta, Makassar, Medan, Palembang, and several other big cities in Indonesia. The emergence of this *startup* is certainly well-received among the people of Indonesia. This is proven by the soaring Go-Jek application users in Indonesia. On the other hand, the company's rapid growth indicates that there is a good response from the company's customers.

Based on the above phenomena, this research will be analyzed further to determine the relationship between service quality and the perceived usefulness of the decision to use go-ride services in Makassar (Nitisusastro Mulyadi, 2012).

RESEARCH METHOD

Researchers use quantitative research methods with observations in this study are users of Go-Ride Makassar online transportation services totaling 50 people. The sampling using non-random sampling techniques. In this study, data collection used interviews, observation, and distribution questionnaires (Sugiyono, 2014). *Pearson product-moment* correlation is used as a data analysis technique in this observation and uses computer *software*, namely SPSS as a tool. The data analysis used is associative, analysis prerequisite test, normality test, and linearity test (Sugiyono, 2018).

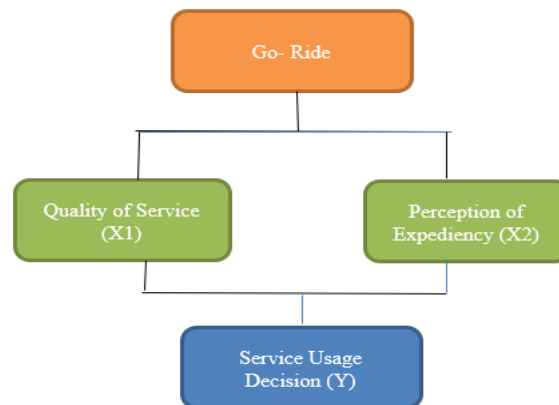


Figure 1 Research Model

Based on Figure 1, service quality and perceived expediency are assumed to influence the decision to use go-ride services in Makassar.

Measurements and Samples

Data collection using the help of questionnaires and applying *Likert* scales that have values from 1 to 5 (Sugiyono, 2017). The Likert scale uses 5 scales, namely 5 (strongly agree), 4 (agree), 3 (disagree), 2 (disagree) 1 (strongly disagree). Table 1 is an indicator used to measure the influence of each variable.

Table 1
Dimensions and Indicators

Variable	Dimension	Indikator
Quality of Service (X1)	<i>Tangible</i> (existing)	Adequate equipment
		Good communication
	<i>Realibity</i> (reliability)	Customer handling actions
		Satisfactory service
	<i>Responsiveness</i>	Responsive service
	Assurance	Realizing the convenience of service recipients
Perception of expediency (X2)	<i>Empathy</i> (Empathy)	Provide convenience in service
		Good communication
	Accessibility	Provide ease of access
	Transaction	Provide convenience in the transaction system
		Provide security in the transaction process
	Service	Providing fast service

RESULTS AND DISCUSSION

Respondent Criteria

The criteria for respondents to this observation fall into three main criteria, which include gender, age, and occupation. The criteria for such respondents can be described as follows:

1. Respondent Criteria by Gender

The clear placement of individuals in a category, namely male and female, is a criterion based on sex. The gender of a region's society is often used as a reference in the structure of analysis and socio-economic conditions of a community (Mudrajat, 2009).

Table 2
Criteria for respondents by gender

Gender	Frequency (people)	Percentage (%)
Woman	31	62
Male	19	38
Total	50	100

Source: Data processed (2019)

Referring to Table 2, it is known that from 50 respondents who use services from Go-Ride in Makassar City, women are 31 or 62% while for male respondents as many as 19 people or 38%. Of the total respondents of service users from Go-Ride Makassar City selected, there are more female respondents than male respondents.

2. Criteria for Respondents According to Age

Age is a benchmark and a variety of activities that can be done by each individual (Sadono, 2006, p. 48). Here are the criteria for respondents based on age:

Table 3
Kriteria respondents by age

Age	Frequency (people)	Percentage (%)
15-20	7	14
21-25	37	74
26-30	3	6
31-35	3	6
Total	50	100

Source: Data processed (2019)

Referring to Table 3, information was obtained that the age of respondents of service users from Go-Ride Makassar City was in the range of 15-20 years as many as 7 people or 14%, while for the range of 21-25 years was the most number, amounting to 37 people or 74%, then for the range of 26- 30 years amounted to 3 people or 6%, and for respondents with a range of 31-35 years as many as 3 people or 6%.

3. Characteristics of respondents by occupation

Table 4
Characteristics of respondents by occupation

Types of Jobs	Frequency (people)	Percentage (%)
Student	39	78
Private Employees	5	10
Students	4	8
Other	2	4
Total	50	100

Source: Data processed (2019)

Referring to the job characteristics of respondents in Table 4 above, information was obtained that as many as 39 people or 78% of respondents were students, private employees amounted to 5 people or 10%, students 4 or 8%, and others-others as many as 2 people or 4%. Based on the job characteristics of respondents, the majority of

respondents are college students with a total of 78%, it stands to reason, the location of the case study is the city of Makassar, so most respondents who use Go-Ride services are more than students.

Test validity

The calculation of the validity test using SPSS 21 with the criteria for making a valid decision or not of an instrument is by comparing the r count with the r table (0.361), with a confidence level of 99% and a significance level of 1%. If r counts > r table, then the statement item is valid, while if r counts < r table, then the statement item is invalid (Azwar, 2011).

Table 5
Service quality validity test

Instrument Items	r calculate	Information
1	0,611	Valid
2	0,607	Valid
3	0,571	Valid
4	0,692	Valid
5	0,638	Valid
6	0,670	Valid
7	0,632	Valid
8	0,748	Valid
9	0,676	Valid

Source: Data processed (2019)

Table 6
Test the validity of perceived expediency

Instrument Items	r calculate	Information
1	0,752	Valid
2	0,709	Valid
3	0,723	Valid
4	0,750	Valid
5	0,818	Valid

Source: Data processed (2019)

Table 7. Test the validity of service user decisions

Instrument Items	r calculate	Information
1	0,503	Valid
2	0,491	Valid
3	0,735	Valid
4	0,795	Valid
5	0,642	Valid
6	0,666	Valid

Source: Data processed (2019)

Reliability Test

The validity test of this observation questionnaire uses criteria instrument reliability index according to Arikunto (Ferdinand, 2014),(Augusty & Ferdinand, 2006) namely:

- Between 0.800 – 1.00= very strong
- Between 0.600 – 0.799= strong
- Between 0.400 – 0.599= sufficient
- Between 0.200 – 0.399= low
- Between 0.000 – 0.199= very weak

Table 8
Service quality reliability test

Reliability Statistics		
Variable	Cronbach's Alpha	N of Items
Quality of Service	0,826	9
Perception of Expediency	0,806	5
Service User Decisions	0,715	6

Source: Data processed (2019)

Referring to Table 8, it is known that: the service quality instrument has a Cronbach's Alpha value (0.826) > 0.799, the expediency perception instrument has a Cronbach's Alpha value (0.806) > 0.799, and the service use decision instrument has a Cronbach's Alpha value (0.715) > 0.599 so that Service quality and perception of expediency have very strong reliability while service user decisions have strong reliability.

Normality Test

Normality testing in this study used Uji Kolmogorov-smirnov with the following results:

Table 9
Normality test results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		50
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	1,34222330
Most Extreme Differences	Absolute	0,091
	Positive	0,076
	Negative	-0,091
Kolmogorov-Smirnov Z		0,647
Asymp. Sig. (2-tailed)		0,797

Source: Data processed (2019)

Based on the results of the normality test above, it shows that the observation variable has a confidence level of more than 0.05 pad (sig> 0.05), so it can be concluded that the observation data is normally distributed.

Linearity Test

The results of the linearity test recap are summarized in the following table.

Table 10
Results Uji Reliability

Variable	Significance	Conclusion
Quality of service with the decision of service users	0,567	Linear
Perception of expediency with service user decisions	0,849	Linear

Source: Data processed (2019)

Based on the results of the linearity test table 10, it is concluded that all observation variables have confidence values higher than 0.05 (P>0.05), this indicates that all observation variables are linear.

Hypothesis Testing

1. Pearson Product Moment Correlation Test

The results of the *pearson product moment* correlation are presented in Table 11.

Referring to table 10 it can be seen that the correlation between service quality variables and service use decisions is 0.810 which means there is a unidirectional positive relationship, the greater the value of service quality, the higher the value of service use decisions. The correlation between the variable of perception of expediency and the decision to use services is 0.740 which means that there is a positive relationship in the same direction, the greater the value of the perceived benefit, the higher the value of the decision to use services.

Based on the above values it can be concluded that :

- a) The correlation between service quality variables and service user decisions is strong, significant, and unidirectional.
- b) The correlation between the variables of perceived expediency and the decisions of service users is strong, significant, and unidirectional.

Table 11
Pearson product-moment correlation results

		<i>Correlations</i>		
		Quality of Service	Perception of Expediency	Service Usage Decision
Quality of Service	Pearson Correlation	1	0,788**	0,810**
	Sig. (2-tailed)		0,000	0,000
	N	50	50	50
Perception of Expediency	Pearson Correlation	0,788**	1	0,740**
	Sig. (2-tailed)	0,000		0,000
	N	50	50	50
Service User Decisions	Pearson Correlation	0,810**	0,740**	1
	Sig. (2-tailed)	.000	0,000	
	N	50	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed (2019)

a. Test T (Partial)

Partially the relationship between the two independent variables with the dependent variable is shown in the following table:

Table 12
T Test

Variable	t count	t table	Itself.
Quality of Service	4,495	2,011	0,000
Perception of Expediency	2,018	2,011	0,045

Source: Data processed (2019)

In Table 12, the relationship between each variable can be described as follows:

1) Service Quality Variable (X_1)

Based on the calculated t value for this variable of 4.495 is greater than t table (2.011) and has a significant level of 0.000, then H_a is accepted. So it can be concluded that the service quality variable (X_1) has a positive and significant influence on service user decision variables (Y).

2) Expediency Perception Variable (X_2)

Based on the t count (2.018) it is greater than t table (2.011) and has a significance level of 0.045, so H_a is accepted. It can be concluded, perceived usefulness (X_2) has a positive effect on service user decisions (Y).

Referring to the above, it was decided that the service quality variable (X_1) and the perception of expediency (X_2) had a positive and significant relationship with the service user decision variable (Y).

b. Double Correlation

For the purposes of interpreting multiple correlations, it is seen from the value of R. if the R value is close to 1, the correlation is stronger (Riduwan, 2016).

Table 13
Double correlation

Model Summary									
Model	R	R square	Adjusted R square	Std. Error of the Estimate	Change Statistics				
					Rsquare Change	F change	df 1	df2	Sif. F Change
1	0,827 ^a	0,684	0,671	1,37048	0,684	50,873	2	47	0,000

Predictors: (Constant), Perception of Expediency (X2), Quality of Service (X1)
Dependent Variable: Service User Decision (Y)

In table 13, the correlation coefficient (R) is 0.827, this value indicates that the relationship of all variables is very strongly bound.

Simultaneously, the relationship between the two variables was tested using Test F (Ghozali, 2016) (Imam, 2013). The test results are shown in table 14.

Table 14
Test F

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	191,103	2	95,552	50,873	0,000 ^b
	Residual	88,277	47	1,878		
	Total	279,380	49			

a. Dependent Variable: Service User Decision (Y)
b. Predictors: (Constant), Perception of Expediency (X2), Quality of Service (X1)

Referring to table 14, the calculated f value of 279,380 is greater than the table f of 3.19. This shows that service user decisions or service quality factors and perceived benefits together have a significant relationship with service user decisions.

DISCUSSION

Based on the results of observations, it can be seen that the independent variables, namely observation, namely service quality (X1), perceived usefulness (X2) together have a positive and significant influence on user service decisions (Y) on the use of Go-Ride services in Makassar City, and partially the two independent variables have a positive and significant influence on service user decisions (Y) for Go-Ride service users in Makassar City.

a. The relationship between service quality and service user decisions

The results showed that service quality had a positive and significant effect on Go-Ride service decisions in Makassar City, where the t-count was 4.495 and the t-table value of this variable in the 5% distribution table was 2.011. This means that t-count (4.495) greater than t table (2.011) and has a significance of 0.000, so that Ha is accepted. Based on these results it can be concluded, service quality has a positive and significant effect on the decisions of service users.

Service quality has an influence on the decision to use a suit. This research is supported by Lukman's research (2014) which found that service quality will drive consumer purchasing decisions, besides that quality service can encourage consumers to establish strong relationships with companies (Lukman, 2014).

One of the competitive advantages possessed by the company is good service quality. Consumer expectations are to get quality service in the form of goods or services and is largely determined by the ability of producers to meet consumer needs consistently. Service quality can be said to be satisfactory if the service provided exceeds the quality of service expected by consumers.

Good service can provide satisfaction for customers or consumers. Consumers always expect the best service, on time, and provide fast service. If consumers feel satisfied, they can indirectly tell others about the satisfaction they get, so that in the end it can improve the company's image. Therefore, companies must make service quality the main focus because it can create decisions for consumers to reuse these services (Kotler & Keller, 2009).

b. The Relationship of Perception of Expediency with Service User Decisions

Based on the results of the study, it shows that perceived usefulness has a positive and significant influence on the decisions of Go-Ride service users in Makassar City. According to the research results, it can be proven by the results of t count of 2.018 while the t table value of this variable in the 5% distribution table is 2.011. This means that t count (2.018) is greater than t table (2.011) and has a significance level of 0.045, so the hypothesis can be accepted. Therefore, the hypothesis that states "There is a positive and significant relationship between the perception of expediency and the decision of service users" is acceptable.

This shows that the perception of benefits is related to the decision of Go-Ride service users. This is in accordance with research conducted by Yunita Fitri Wahyuningtyas (Wahyuningtyas & Widiastuti, 2015) and (C. Prasetya, 2014) (Prasetya, Kumadji, & Yulianto, 2014) Consumers who feel they get benefits from Go-Ride services are interested in doing use of services through Go-Ride, in addition, consumers feel that with the Go-R service, the idea of ordering transportation is faster so that consumers feel helped by the services of this Go-Jek application.

c. The relationship between service quality and perceived usefulness along with service user decisions

Based on the results of the study, it was found that service quality and perceived benefits jointly influence the decisions of Go-Ride service users in Makassar City. Therefore, the hypothesis built in this study is that there is a jointly positive and significant relationship between service quality, perceived benefits to service user decisions so that this hypothesis can be accepted. Based on the observation results show that there is a positive and significant relationship together between service quality and perceived benefits of service decisions, so that the hypothesis that is built is acceptable (Abdurrahman, 2015).

Service quality is closely related to service user decisions. This research is in line with research (C. H. A. Prasetya et al., 2014) which found that there is a positive relationship between service quality and service user decisions. Besides that, a high perceived usefulness has a strong relationship to the decisions of service users.

Service quality and perceived expediency both have a significant relationship with service user decisions. The achievement success of service companies can be carried out by paying more attention to service quality and perception of usefulness to spur service use decisions in achieving the company's optimal goals. Good service quality has a big impact, related to consumer attitudes that ultimately make decisions, as well as the perception of benefits felt by consumers that will influence the decisions of service users of a service (Jasfar, 2012).

CONCLUSION

Based on the results of the research and discussion, it can be concluded that: 1) Service quality has a positive and significant effect on the decision to use the service, 2) The perceived usefulness has a positive and significant effect on the decision to use the service, 3) Service quality has a positive and significant effect on the decision to use the service.

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