



ANALYSIS OF ONLINE TRANSPORTATION CUSTOMER SATISFACTION IN VIEW FROM BRAND IMAGE, E-SERVICE QUALITY AND SECURITY FACTORS

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Abstrak

Transportasi online telah menjadi bagian penting dari kehidupan sehari-hari banyak orang di era digital saat ini. Kepuasan konsumen dalam penggunaan transportasi online menjadi faktor kritis yang memengaruhi pertumbuhan dan kesuksesan platform-platform tersebut. Tujuan utama peneliti ini untuk menganalisis pengaruh brand image, e-service quality, dan faktor keamanan terhadap kepuasan konsumen pengguna transportasi online. Sampel dalam penelitian ini berjumlah 150 pengguna transportasi online yang ditentukan dengan pendekatan convenience sampling. Analisis data menggunakan aplikasi SPSS dengan menampilkan hasil pengolahan data melalui uji instrumen penelitian dengan uji validitas dan reliabilitas, analisis regresi berganda, koefisien determinasi dan uji hipotesis. Berdasarkan hasil analisis data menyimpulkan brand image, e-service quality, dan keamanan berpengaruh positif dan signifikan terhadap kepuasan konsumen. Implikasi penelitian menginformasikan kepuasan konsumen dapat membantu identifikasi kekurangan dalam layanan pelanggan pada platform transportasi online. Penelitian ini dapat menyoroti area-area di mana konsumen mengalami kesulitan atau ketidakpuasan, seperti respons lambat terhadap pertanyaan atau keluhan, atau kurangnya dukungan pelanggan yang memadai dari platform transportasi online.

Keywords: Brand Image, E-service Quality, Security, Customer Satisfaction

Abstract

Online transportation has become an important part of the daily life of many people in today's digital era. Consumer satisfaction in using online transportation is a critical factor influencing the growth and success of these platforms. The main objective of this research is to analyze the effect of brand image, e-service quality, and safety factors on consumer satisfaction with online transportation users. The sample in this study was 150 online transportation users who were determined by a convenience sampling approach. Data analysis uses the SPSS application by displaying the results of data processing through research instrument tests with validity and reliability tests, multiple regression analysis, coefficient of determination and hypothesis testing. Based on the results of data analysis concluded that brand image, e-service quality, and security have a positive and significant impact on customer satisfaction. The research implications of informing consumer satisfaction can help identify deficiencies in customer service on online transportation platforms. This research can highlight areas where consumers experience difficulty or dissatisfaction, such as slow responses to inquiries or complaints, or lack of adequate customer support from online transportation platforms.

Keywords: Brand Image, E-service Quality, Security, Customer Satisfaction

INTRODUCTION

Consumer perceptions of brand image can affect their satisfaction as users of online transportation. If consumers have a positive perception of the brand, they are likely to be satisfied with their experience using online transportation services (Basoeky et al., 2021). They may feel confident about the quality of the service, feel safe and protected when using the service, and feel that they are getting adequate value for the money they spend (Lie et al., 2019). Conversely, if consumers have a negative perception of brand image, they may feel dissatisfied with the online transportation service. They may feel distrustful of the quality of the service, be concerned about security or other issues that may arise, or feel that they are not getting enough value from using the service (Sudirman, Efendi, et al., 2020). Therefore, it is important for online transportation service providers to pay attention and build a positive brand image. This involves maintaining quality of service, ensuring reliability and security, providing a good user experience, and communicating effectively with consumers. Thus, they can increase consumer satisfaction and build long-term relationships with their customers (Sinaga et al., 2021)

The relationship between e-service quality (electronic service quality) and consumer satisfaction with online transportation users has become a significant research focus (Sudirman et al., 2021). Good e-service quality in online transportation can create a positive user experience, increase satisfaction, and build long-term relationships between service providers and users (Sudirman, Sherly, et al., 2020). It is important for online transportation service providers to continue to pay attention to and improve e-service quality aspects so that they can meet the expectations and needs of users (Marpaung

et al., 2021). Good e-service quality contributes to a positive brand reputation. When users have a good user experience with e-services, they tend to perceive the brand favorably (Putri et al., 2022).

Security is also related to response and response to emergency events or unsafe situations (Kinasih & Albari, 2012). An online transportation platform that has a fast mechanism for dealing with emergency situations, such as an emergency call feature or an incident reporting feature, will increase consumers' sense of security. The platform's ability to respond and handle threatening situations will have a positive impact on consumer satisfaction (Emmywati, 2016). High security factors on online transportation platforms, such as protection of personal data and secure transactions, can help build consumer trust in the platform (Ibnu Cahyo Ramadhan & Tia Chisca Anggraeni, 2022). Consumers who feel that their information and transactions are safe will tend to feel more comfortable and trust in using these services (Ramanda Fichan & Tiara Narundana, 2022). In this case, security can increase customer satisfaction.

Brand image has a high urgency in online transportation because it can affect consumer perceptions, trust, loyalty, and user decisions to choose and use these services (Mahendri & Munir, 2021). Furthermore, e-service quality has a high urgency in online transportation because it has a direct impact on user satisfaction, loyalty, brand reputation and competitive advantage (Badriyah et al., 2022). Overall, the urgency of the safety factor in online transportation is very important. Consumer protection, trust, transaction security, physical security, and response to emergencies are some of the reasons why security factors have a high priority in ensuring the success and satisfaction of consumers in using online transportation services (Sari & Oswari, 2020). Based on this background explanation, this study

aims to analyze the effect of brand image, e-service quality and safety factors on consumer satisfaction using online transportation.

LITERATURE REVIEWS

Brand Image

Brand image in the context of online transportation refers to the image or perception that is formed in the minds of users about the brand or online transportation platform (Damaryanti et al., 2022). This includes how users perceive the brand, the associations they have with the brand, and the general impression they have about the brand (Sinaga et al., 2020). Brand image can be influenced by a variety of factors, including user experience, brand communication, brand image conveyed through advertising or promotion, and interaction with the brand as a whole (Putri, et al., 2021). Brand image has a strong relationship with consumer satisfaction with online transportation users. Research conducted by (Wulandari & Susanti, 2021), shows that brand image significantly affects consumer satisfaction of online transportation users. The results of the study show that consumer perceptions of brand reputation, reliability and service quality have a significant positive impact on consumer satisfaction. A study conducted by (Kusuma & Marlina, 2021), found that brand image has a positive effect on consumer satisfaction using ride-hailing services. The results of this study indicate that attributes such as brand trust, safety, and service quality have a significant influence on customer satisfaction (Damaryanti et al., 2022). Therefore, based on several previous research results, this study is carried out to develop hypotheses:

H1: Brand image affects customer satisfaction

E-Service Quality

E-service quality in the context of online transportation includes various aspects that affect user experience, including reliability, responsiveness, ease of use, information quality, and personalization (Badriyah et al., 2022). Good e-service quality creates a positive user experience. Online transportation users are looking for comfort, convenience, and efficiency in using these services (Sari & Oswari, 2020). If the e-service quality is high, users will be satisfied with their experience and are more likely to use the service repeatedly. Research conducted by (Setiawan & Septiani, 2018), found that e-service quality has a significant effect on customer satisfaction in the context of online transportation. Factors such as reliability, responsiveness and ease of use positively influence customer satisfaction. Research by (Faizi et al., 2022), in the context of online transportation also found that e-service quality has a positive impact on customer satisfaction. Factors such as application display quality, system response speed, ease of payment, and accuracy of driver information contribute to consumer satisfaction (Fidia & Harsoyo, 2022). Therefore, based on several previous research results, this study is carried out to develop hypotheses:

H2: E-service quality affects customer satisfaction

Security

Companies that carry out the factors of customer satisfaction well will create loyal customers. One of the factors that influence the level of satisfaction is the safety factor (Kinasih & Albari, 2012). In online transportation, physical security is an important factor. Consumers want to feel safe when using this service, especially when interacting directly with the driver (Sari & Oswari, 2020). If online

transportation platforms have strict procedures to verify drivers and monitor their behavior, consumers will feel safer. Guaranteed physical security can provide consumer satisfaction and increase their trust in the platform (Chusnah & Indriana, 2020). Several studies confirm that the safety factor has a significant influence on the level of customer satisfaction (Ramanda Fichan & Tiara Narundana, 2022). The security factor is also related to user protection from risks and threats (Suryani & Koranti, 2022). For example, if an online transportation platform implements driver and customer verification features, and provides accessibility to report incidents or security issues, consumers will feel more secure and protected when using the service (Emmywati, 2016). Therefore, based on several previous research results, this study is carried out to develop hypotheses:

H3: Security affects innovative affects customer satisfaction

Customer Satisfaction

Consumer satisfaction indicates the success achieved by a company in offering a product (Tiris Sudrartono et al., 2022). Because if a consumer is satisfied with the product or service offered, it is very likely that the consumer will become a customer for a long time (Sudirman, Ratih, et al., 2022). According to (Sumarwan, 2010), consumer satisfaction is the impact of a comparison between customer expectations before actual purchasers are obtained by consumers, which can provide several benefits, among others, the influence between companies and consumers becomes harmonious, provides a good basis for repeat buyers and creates consumer loyalty, and forms a recommendation from word of mouth profitable word of mouth for the company. According to (Kotler & Keller, 2011), consumer satisfaction is a consumer's

feelings of pleasure or disappointment that arise after comparing the performance or product results that are thought of against the expected performance or results. Meanwhile, according to (Tjiptono & Chandra, 2011), consumer satisfaction is the difference between expectations and perceived performance or service.

METHODS

A quantitative research design with an associative approach is used in this study. The main population in this research are consumers who use online transportation in Indonesia. Due to the unknown population, the sample was taken using a convenience sampling technique. According to (Hair, 2014), if the total population is unknown, ideally, the size of the representative respondents depends on the number of all indicators in the variable multiplied by 5-10. This study has sixteen indicators, so the number of respondents for this study is $15 \times 10 = 150$ samples. This number is considered representative to be observed as representative of the population because it has met the minimum sample threshold. This study uses a research instrument test consisting of validity and reliability tests. The quantitative analysis consists of a normality test, regression test, hypothesis test, correlation test, and coefficient of determination. Furthermore, the operational definition of this research variable consists of the dependent variable, namely customer satisfaction consisting of feelings of satisfaction, recommending to others to always buy the product, and fulfillment of consumer expectations. The operational definition of the first independent variable, namely brand image, includes product attributes, consumer benefits, and brand personality. For the second independent variable e-service quality consists of user experience, reliability, responsiveness, ease of use, and

information quality. Then the security independent variables consist of security guarantees, data confidentiality, and proof of transactions.

RESULTS AND DISCUSSION

Table 1. General Profile of Respondents

Categories	Details	amount	Percentage (%)
Gender	Men	62	41,33
	woman	88	58,67
Age (years)	20-29	28	18,67
	30-39	52	34,67
	40-49	40	26,66
	50-59	30	20
Level of education	High School	55	36,67
	Diploma	45	30
	Bachelors	50	33,33
Types of Online Transportation	GoJek	40	26,67
	Grab	40	26,67
	Maxim	15	10
	InDrive	25	16,66
	Other types of online transportation	30	20

Validity and Reliability Test

Table 2. Validity Test Results

Variables	Corrected items - Total correlation	N of Items	Test results
Brand Image	0.370	9	Valid
E-Service Quality	0.440	15	Valid
security	0.376	9	Valid
Customer Satisfaction	0.402	12	Valid

Based on the validity test of table 1 above, it is concluded that all indicators in the study have a value above 0.30, and the measurement items used in this research are valid(Sugiyono, 2017). Next, a reliability experiment is carried out to measure the measurement items on the questionnaire items that describe the indicators of the variables. A questionnaire is reliable if a person's response to a

question does not change or is normal from time to time.

Table 3. Reliability Test Results

Variables	Cronbach's Alpha	N of Items	Test results
Brand Image	0.798	9	reliable
E-Service Quality	0.854	15	reliable
security	0.802	9	reliable
Customer Satisfaction	0811	12	reliable

The results of the experiment's reliability shown in table 2 above prove that all indicators have a Cronbach alpha value for each instrument > 0.60, so it can be concluded that all the instruments used are reliable (Sugiyono, 2017).

Multiple Regression Test

Table 4. Multiple Regression Test Results

Model	Unstandardized Coefficients		t-count	Sig.
	B	std. Error		
(Constant)	10.401	2,010	7,233	.000
1 Brand Image	,342	0.172	3,401	.000
E-Service Quality	,381	0.188	3,560	.000
security	,290	0.068	2,902	.004

The equation model is obtained from the multiple linear regression above: $\hat{Y} = 10.401 + 0.342X_1 + 0.381X_2 + 0.290X_3$, meaning that brand image, e-service quality, and security positively affect customer satisfaction. Based on these equations, it can be explained as follows:

1. The constant value of 10,401 can be interpreted if the variables of brand image, e-service quality, and security are considered zero, then the value of customer satisfaction will be 11,210.
2. The value of the beta coefficient on the brand image variable is 0.342, which means that every change in the brand image variable by one unit will result in a change in the customer satisfaction of 0.342, units with the assumption that the other variables are at a constant values.

- The beta coefficient value on the e-service quality variable is 0.381, which means that every change in the e-service quality variable by one unit will result in a change in the customer satisfaction of 0.381, units with the assumption that the other variables are at constant values.
- The beta coefficient value on the security variable is 0.290, which means that every change in the security variable by one unit will result in a change in the customer satisfaction of 0.290, units with the assumption that the other variables are at constant values.

Simultaneous and Partial Hypothesis Testing

To examine the variable binding simultaneously, experiment F is used. Simultaneous hypothesis testing attempts to analyze brand image, e-service quality, and security variables can simultaneously influence customer satisfaction.

Table 5. Simultaneous Test Results

Model	Sum of Squares	df	F	Sig.	
1	Regression	89,501	3	21,092	.000b
	residual	180,778	146		
	Total	250,114	149		

Based on the results of the simultaneous test analysis in table 5, the F-count value is $21.092 >$ from F-table with (0.05; 3 vs. 147) of 2.67 or with a significant $0.000 \leq 0.05$ can be interpreted as brand image, e-service quality, and security simultaneously affects customer satisfaction. Subsequently, a partial test was conducted to analyze the effect of brand image, e-service quality, and security on customer satisfaction. Based on the results of data analysis in table 4, the results of the t-test in this study are as follows:

- Brand image has a significant level of $0.000 \leq 0.05$, meaning that as brand

- image has a significant effect on customer satisfaction (H1 accepted).
- E-Service quality obtained a significant level of $0.000 \leq 0.05$, meaning that e-Service quality significantly affects customer satisfaction (H2 accepted).
- Security has a significant level of $0.004 \leq 0.05$, meaning that security has a significant effect on customer satisfaction (H3 accepted).

Coefficient of Determination Test

The coefficient of determination is used to measure how far a model can explain the variation of the dependent variable. The results of the determination test in this study can be explained in Table 6 below:

Table 6. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	std. An error in the Estimate
1	.656a	.448	.396	1,248

Based on the results of the data analysis in table 6 above, the coefficient of determination value is 0.401, which means that the level of customer satisfaction of 44.8% can be explained by brand image, e-service quality, and security, while other factors can explain the remaining 55.2%, not discussed in this study.

Discussion

Based on partial hypothesis testing (H1) results, brand image positively and significantly affects customer satisfaction. In a competitive market, a strong brand image helps online transportation brands to differentiate themselves from their competitors. A positive brand image can provide a competitive advantage and make the brand more attractive to consumers. good brand image helps build consumer trust (Purboyo et al., 2021). Consumers will feel more comfortable using online transportation services from brands they trust and have a positive image. Trust is an

important factor in choosing a service provider, especially when security and reliability are involved. A strong brand image can help in building customer loyalty (Sutiksno et al., 2020). Users who have a positive perception of the brand tend to become loyal customers and continue to use the service. They are less likely to switch to competitors and more likely to recommend the brand to others.

Based on partial hypothesis testing (H2) results, e-service quality positively and significantly affects customer satisfaction. Good e-service quality can build customer loyalty. Users who are satisfied with the quality of the electronic services provided are more likely to keep using the service and not switch to competitors (Butarbutar et al., 2022). Customer loyalty is important because loyal customers tend to generate higher revenue and recommend services to others. In a competitive market, good e-service quality can be an important differentiation factor for online transportation service providers (Murdiyanto et al., 2022). If a platform can provide a better user experience than its competitors, users are more likely to choose that service.

Based on partial hypothesis testing (H3) results, security and significantly affects customer satisfaction. A strong security factor provides consumers with a sense of security and protection when using online transportation services. Consumers feel more confident and calm when they feel that their personal data is safe, transactions are protected, and their physical security is maintained. This contributes to an increase in consumer satisfaction because they can use the service without excessive worry and anxiety (Chandra et al., 2022). Furthermore, a strong safety factor helps reduce the risks that consumers may face in using online transportation. For example, by having strict driver verification, incident reporting systems and

strict security procedures in place, the risk of fraud or physical harm can be reduced. This reduction in risk provides additional satisfaction to consumers as they feel protected and have better control over their usage experience (Sudirman, Wardhana, et al., 2022).

CONCLUSION

The results of this study conclude that brand image, e-service quality, and security have a positive and significant effect on customer satisfaction. Brand image can influence the user's purchasing decision. If users have a positive perception of an online transportation brand, they are more likely to choose to use the service than to try a brand they are not familiar with. A positive brand image can increase brand attractiveness in the eyes of consumers. In a competitive market, a strong brand image can help online transportation brands differentiate themselves from competitors. Brands that have a unique and positive image can catch the attention of users and make them choose the service over other available options.

Furthermore, good e-service quality contributes to customer satisfaction. If users feel that the electronic services provided meet or even exceed their expectations, they are likely to be satisfied with the user experience. Customer satisfaction is important to retain existing customers and build customer loyalty. Furthermore, overall, the safety factor has a significant influence on consumer satisfaction in using online transportation. Security, protection, trust, risk reduction, response to emergencies and protection of personal data are important factors that contribute to consumer satisfaction. An online transportation platform that can provide a high level of security.

The implications of this study confirm that customer satisfaction can help

identify deficiencies in customer service on online transportation platforms. This research can highlight areas where consumers experience difficulty or dissatisfaction, such as slow responses to inquiries or complaints, or a lack of adequate customer support. The implications of this research can encourage platforms to improve their customer service by improving communication, responding quickly and providing effective solutions. For further research, the authors recommend future researchers to develop variables that are thought to be the main predictors for encouraging customer satisfaction, such as consumer trust, price, promotion, brand love, brand integrity, brand reputation, and others. Besides that, sample and population sizes should be enlarged to analyze and understand the relationship better. Therefore, it would be better for further research to use more respondents from different regions.

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