

Enhancing Customer Satisfaction in the Digital Era: Evidence from Gojek Application and Service Quality among University Students

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Abstract. This study aims to examine the partial and simultaneous effects of the Gojek application and service quality on customer satisfaction among students at AMKOP School of Economics Makassar. Employing a quantitative research approach, data were collected from 91 respondents using purposive sampling and analyzed with multiple linear regression via SPSS 26. The results reveal that both the Gojek application and service quality have positive and significant impacts on customer satisfaction. Partially, service quality is identified as the most dominant factor influencing customer satisfaction, while the Gojek application also provides a significant contribution. Simultaneously, these two variables explain 50.4% of the variation in customer satisfaction, with the remaining 49.6% influenced by other factors. The findings highlight the importance of continuous improvement in service quality and application features to enhance customer satisfaction and loyalty in the highly competitive digital transportation sector.

Keywords: Gojek Application, Service Quality, Customer Satisfaction

Introduction

The development of information and communication technology in the digital era has had a significant impact on various aspects of life, especially in the transportation sector (Eko Winarni, 2023). Application-based transportation services such as Gojek have become the primary choice for Indonesians in fulfilling their daily mobility needs. Through the integration of transportation services, food delivery, digital payments, and other features, Gojek is considered to have succeeded in facilitating user activities and increasing time and cost efficiency (Jagomos C Jansela Situmorang et al., 2021).

Amid increasingly intense competition among online transportation companies, service quality becomes a key aspect in determining customer satisfaction. According to Tjiptono (2018), service quality that meets customer expectations can create customer satisfaction, while Zeithaml & Bitner emphasize that service quality is a crucial element in shaping customer perceptions and loyalty. Customer satisfaction itself is viewed as an emotional response that arises when the received outcome meets or even exceeds the customer's expectations (Sri Handayani & Syarifudin, 2022).

Previous studies have highlighted the importance of service quality dimensions, promotions, customer value, and emotional factors in influencing Gojek customer satisfaction. Research by Desy Amaliati Setiawan et al. (2022) found that promotions, service quality, and customer value have a positive and significant effect on Gojek consumer satisfaction. This is supported by the study of Satria Mirsya Affandy Nasution et al. (2021), which found that service quality, emotional factors, cost, and

convenience, both partially and simultaneously, have a positive and significant impact on the satisfaction of Gojek application customers in Medan.

Other studies by Anggraini & Budiarti (2020) and Febry Setiawan et al. (2022) also found similar results, where service quality and innovative application features can sustainably enhance customer loyalty and satisfaction. These findings confirm that technology, service quality, and user experience play important roles in creating customer satisfaction in online transportation services.

Nevertheless, several field phenomena still indicate gaps that need to be addressed, such as discrepancies in driver arrival estimates within the application, as well as less-than-optimal cleanliness of helmets or other facilities, which may decrease customer satisfaction levels (Primary Data, 2025). Therefore, this study is necessary to empirically analyze how the Gojek application and service quality influence customer satisfaction, particularly among students at AMKOP School of Economics Makassar.

The research questions addressed in this study are as follows:

1. Does the Gojek application affect customer satisfaction among students at AMKOP School of Economics Makassar?
2. Does service quality affect customer satisfaction among students at AMKOP School of Economics Makassar?
3. Do the Gojek application and service quality simultaneously affect customer satisfaction among students at AMKOP School of Economics Makassar?

This study is expected to provide practical contributions to the development of online transportation service strategies and serve as a reference for companies to enhance customer loyalty and satisfaction in the increasingly competitive digital era.

Based on the above background and supported by previous research, the hypotheses proposed in this study are as follows:

1. H1: The Gojek application has a positive and significant effect on customer satisfaction among students at AMKOP School of Economics Makassar.
2. H2: Service quality has a positive and significant effect on customer satisfaction among students at AMKOP School of Economics Makassar.
3. H3: The Gojek application and service quality simultaneously have a positive and significant effect on customer satisfaction among students at AMKOP School of Economics Makassar.

Methods

This study uses a quantitative approach aimed at examining the relationship between the Gojek application, service quality, and customer satisfaction among students at AMKOP School of Economics Makassar (Sugiyono, 2013). A survey method was chosen as the main data collection technique, with the research population comprising all active students of AMKOP School of Economics Makassar, totaling 1,012 individuals.

The sample size was determined using the Slovin formula with a margin of error of 10% (Hendriyadi, in Sugiyono, 2013), resulting in a sample of 91 respondents. The sampling technique used was purposive sampling, i.e., deliberately selecting samples based on specific criteria: (1) active students, (2) Gojek application users, and (3) have used at least one Gojek service such as Go-Ride, Go-Car, or Go-Food.

The research instrument was a questionnaire developed based on indicators of the Gojek application variable (X1), service quality (X2), and customer satisfaction (Y) (Tjiptono, 2018; Rahmayanti, 2010). All items were measured using a Likert scale from 1 (strongly disagree) to 5 (strongly agree). Validity and reliability tests of the instrument were conducted before distributing the questionnaire, and all items were declared valid and reliable (Cronbach's Alpha > 0.60) (Sugiyono, 2017).

The data analysis technique used was multiple linear regression with the aid of SPSS version 26, to determine both partial and simultaneous effects of the Gojek application and service quality on customer satisfaction (Ghozali, 2016). Hypothesis testing was carried out using t-tests (partial), F-tests (simultaneous), and coefficient of determination (R^2) analysis to assess the contribution of independent variables to the dependent variable.

Result and Discussion

Result

This study involved 91 respondents who were active students at AMKOP School of Economics Makassar and had used the Gojek application at least once in the past three months. Most respondents were aged 19–21 years (58.2%), followed by 22–24 years (39.6%), and only 2.2% were aged 25–28 years. In terms of gender, the majority were female (71.4%), and the remainder male (28.6%). Regarding their study program, most respondents were from Management (39.6%), followed by Accounting (25.3%), Digital Business (22%), and Entrepreneurship (13.2%).

Table 1
Respondent Profile

Description	Frequency	Percentage (%)
Age		
19–21	53	58.2
22–24	36	39.6
25–28	2	2.2
Gender		
Male	26	28.6
Female	65	71.4
Study Program		
Digital Business	20	22
Management	36	39.6
Entrepreneurship	12	13.2
Accounting	23	25.3

Descriptive analysis shows that respondents' perceptions of the Gojek application (X1), service quality (X2), and customer satisfaction (Y) are in the "very good" category. The mean score for the Gojek application variable was 23.16 out of a maximum score of 25, service quality 23.08 out of 25, and customer satisfaction 14.04 out of 15. This indicates that, in general, students considered Gojek services to be highly satisfactory in both application features and the quality of services provided.

Table 2
Descriptive Statistics of Research Variables

Variable	N	Mean	Median	Mode	Std. Dev.	Min	Max
Gojek Application (X1)	91	23.16	25	25	2.44	16	25
Service Quality (X2)	91	23.08	23	25	2.21	12	25
Customer Satisfaction (Y)	91	14.04	15	15	1.32	10	15

Mean scores close to the maximum for each variable indicate that the majority of respondents responded "agree" to "strongly agree" to the measured indicators of Gojek services (e.g., ease of use, quick response from drivers, friendly service, maintained safety, etc.).

Multiple linear regression analysis was conducted to determine the effects of the Gojek application (X1) and service quality (X2) on customer satisfaction (Y), both partially and simultaneously. The results of data processing using SPSS are as follows:

Regression Equation: $Y = 3.278 + 0.159 X_1 + 0.307 X_2 + e$

1. The regression coefficient for X1 (Gojek Application) is 0.159, meaning that each one-point increase in the Gojek application score increases customer satisfaction by 0.159 points (assuming other variables are held constant).
2. The regression coefficient for X2 (Service Quality) is 0.307, which is greater than the coefficient for X1, indicating that service quality has a stronger effect on customer satisfaction than application features.

Table 3.
Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,278	1,119		2,929	,004
	Aplikasi_Gojek	,159	,049	,293	3,269	,002
	Kualitas_Layanan	,307	,054	,512	5,724	,000

a. Dependent Variable: Kepuasan_Pelanggan (Y)

Sumber : Data primer yang diolah, 2025

Based on the t-test results (partial), it is known that the Gojek application variable (X1) has a positive and significant effect on customer satisfaction, with a t-value of 3.269 and significance $p = 0.002$ ($p < 0.05$). This shows that the better students' perceptions of the Gojek application, the higher their level of satisfaction. Similarly, the service quality variable (X2) has a positive and significant effect on customer satisfaction, with a t-value of 5.724 and significance $p = 0.000$ ($p < 0.05$). Of the two variables, service quality is the most dominant factor influencing customer satisfaction, as indicated by the higher t-value and beta coefficient compared to the Gojek application.

Table 4.
F-Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	81,305	2	40,653	46,752	,000 ^b
	Residual	76,519	88	0,870		
	Total	157,824	90			

a. Dependent Variable: Kepuasan_Pelanggan

b. Predictors: (Constant), Kualitas_Layanan, Aplikasi_Gojek

Sumber :Data primer yang diolah, 2025

Furthermore, the F-test (simultaneous) shows that the Gojek application and service quality together have a significant effect on customer satisfaction, with an F-value of 46.752 and significance $p = 0.000$ ($p < 0.05$). Additionally, the Adjusted R Square value of 0.504 indicates that the two independent variables in this model explain 50.4% of the variation in customer satisfaction, while the remaining 49.6% is influenced by other factors outside this research model.

Discussion

The results of this study prove that both the Gojek application and service quality have a positive and significant effect on customer satisfaction among students at AMKOP School of Economics Makassar. Partially, service quality is proven to be the most dominant factor, as indicated by the higher t-value and beta coefficient compared to the Gojek application variable. These findings demonstrate that aspects such as reliability, responsiveness, assurance, and empathy provided by Gojek play a decisive role in determining customer satisfaction levels. This is in line with Tjiptono (2018) and previous research by Satria Mirsya Affandy Nasution et al. (2021), which emphasized the importance of service quality in increasing customer satisfaction in online transportation services.

Moreover, the Gojek application itself has a significant influence on customer satisfaction. This shows that the features, ease of use, and technological innovations offered by the Gojek application remain important factors that support a positive customer experience. These findings reinforce the results of Desy Amaliati Setiawan et al. (2022), where easy access and application features can increase customer perceived value and loyalty.

Simultaneously, the two variables –Gojek application and service quality – can explain more than half the variation in customer satisfaction (Adjusted R Square = 0.504). However, approximately 49.6% of customer satisfaction variation is influenced by other factors beyond this research model, such as service pricing, promotions, or personal customer experience. This opens opportunities for further research by including other relevant variables in the context of the increasingly dynamic online transportation industry.

These findings have practical implications for online transportation service providers such as Gojek, namely the need for continuous improvement in service quality through driver training, service system improvements, and the development of application features that are responsive to customer needs and complaints. Service quality improvement strategies, combined with application technological innovation, are key to building sustainable customer loyalty and satisfaction in today's digital era.

Conclusion

Based on research conducted on 91 students at AMKOP School of Economics Makassar, it can be concluded that the Gojek application and service quality have a positive and significant effect on customer satisfaction. Partially, service quality is the most dominant factor influencing customer satisfaction, while the Gojek application also provides a significant contribution. Simultaneously, both variables can explain 50.4% of the variation in customer satisfaction.

Thus, efforts to improve service quality and continuously develop application features are essential for increasing customer satisfaction and loyalty in online transportation services. This study also recommends that Gojek consider other factors that may affect customer satisfaction, such as pricing, promotions, and ease of payment, to enhance competitiveness in an increasingly competitive market.

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