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Research/Review

E-Service Quality and Customer Experience Impact on GoJek GoRide Customer Satisfaction in Bandar Lampung

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Abstract: This research investigates how e-service quality and customer experience influence customer satisfaction among GoRide users in Bandar Lampung. The study is motivated by the growing reliance on online transportation services in Indonesia and the crucial role of customer satisfaction in fostering user loyalty. Employing a quantitative method with a survey design, data were gathered through questionnaires from 125 purposively selected respondents. The data were analyzed using multiple linear regression via SPSS. Findings indicate that both e-service quality and customer experience positively and significantly affect customer satisfaction, both individually and collectively. Key elements such as the app's efficiency, security, and reliability, along with user experience factors like accessibility, promise fulfillment, and personalized service, are shown to be major contributors to the satisfaction of GoRide users in the area.

Keywords: E-service Quality; Customer Experience; Customer Satisfaction.

1. Introduction

The advancement of technology has impacted various sectors, including transportation, which plays a vital role in supporting economic, social, and daily activities by facilitating the rapid movement of people and resources [1]. As a response to the disorganized transportation system in Indonesia, online transportation emerged as a widely accepted technological innovation, combining transportation services with internet-based communication technology [2], [3]. PT GoTo Gojek Tokopedia is Indonesia's first tech company to offer a mobile-based online transportation service, initially launched with the aim of easing urban traffic congestion. In its early stages, the company operated solely through a call center and served only the Jakarta area. Over time, it expanded rapidly and now has branches across almost all regions of Indonesia. Gojek introduced various innovations, such as the GoFood food delivery service, GoCar for car-based transport, and GoPay, a digital payment solution addressing customer difficulties with traditional payment methods. GoPay balances can be topped up through bank transfers or cash via driver partners. Additionally, Gojek has continued to enhance existing services like GoSend and formed a strategic partnership with Tokopedia to facilitate product deliveries from sellers to buyers.

Unlike its competitors, Gojek stands out as a startup offering a wide range of services. Following the launch of features like GoClean and GoMassage, it continued to innovate with additions such as GoAuto for vehicle maintenance, GoPulsa for mobile credit top-ups, and GoMed for medicine delivery. Gojek also expanded its operations to numerous cities across Indonesia, demonstrating high adaptability to market needs through its rapid expansion and wide regional coverage. One of Gojek's key services is GoRide, a motorcycle-based transportation option that allows users to travel from a pickup point to a chosen destination. GoRide is highly favored for its reliable and quality service [4]. Its presence has significantly influenced society by shifting public perception and behavior, encouraging the use of technology for

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transportation, enhancing the image of motorcycle taxis as a fast, convenient, safe, and efficient solution, and proving the value of applying communication technology effectively in daily life [3].

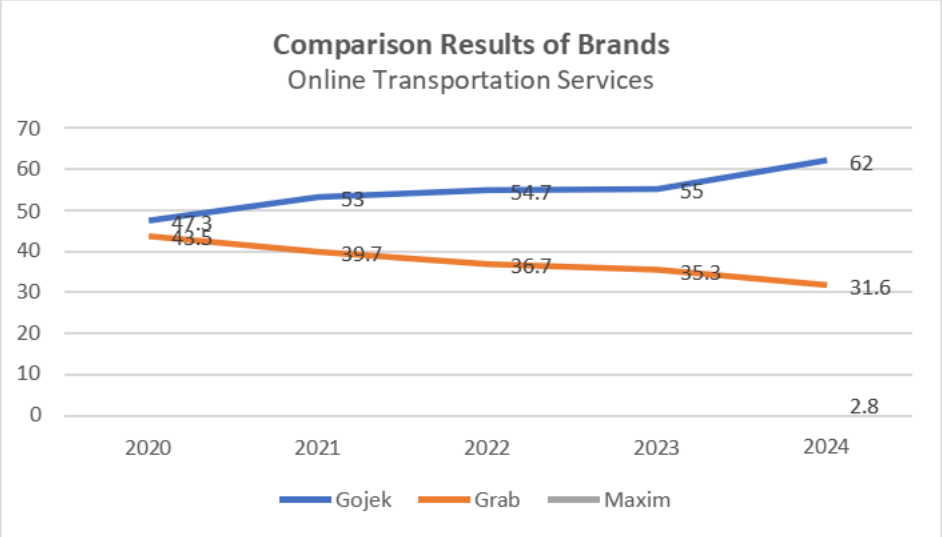

Figure 1. Comparison Results of Brands.

Based on data from the Top Brand Award presented through charts and tables, a comparison of brand index scores in the retail category for online transportation services from 2020 to 2024 reveals that Gojek has shown a consistent upward trend, from 47.3% in 2020 to 62.0% in 2024. This indicates that Gojek has maintained stronger performance and growing popularity compared to Grab, which experienced a gradual decline over the same period. Despite being a preferred choice to support daily activities, Gojek users still face several challenges. According to a study by [5], GoRide users in Bandar Lampung reported issues such as app errors leading to double orders, system glitches during peak hours (06:00–09:00 and 16:00–19:00), delayed driver arrivals, lack of driver uniforms or attributes during pickups, and mismatches between the booked vehicle and the one that arrived.

Customer reviews from the Play Store, in line with findings by [5], reveal dissatisfaction with GoRide services due to unmet expectations. Common issues include mismatches between the vehicle and app information, unprofessional driver behavior, and forced app updates that negatively affect user experience, especially on lower-end devices. Some users also reported drivers asking to cancel rides due to distance, despite being nearby on the map.

Customer satisfaction is a crucial post-purchase factor, shaping long-term consumer behavior. According to [6], satisfaction arises when a service meets or exceeds customer expectations, potentially leading to repeat purchases and brand loyalty. Delivering high-quality service, especially in the digital space, is essential. E-service quality refers to a customer's overall evaluation of the service experience in virtual environments [7], and companies must align their service quality with customer expectations to increase satisfaction.

Beyond service quality, customer experience also plays a key role in shaping satisfaction. As noted by [8], it includes all stages of customer interaction and engagement with a brand, involving emotional and sensory elements [9]. In the GoRide context, direct interaction with drivers and service timeliness contribute to this experience. Previous studies show mixed results regarding the influence of e-service quality and customer experience on satisfaction [10], prompting further investigation in the context of GoRide users in Bandar Lampung.

2. Preliminaries or Related Work or Literature Review

E-Service Quality

[11] define electronic service quality (e-SQ) as how well a website facilitates consumer activities such as shopping, purchasing, and delivery efficiently and effectively. E-SQ is an

extension of the SERVQUAL model and represents a comprehensive evaluation of service delivery quality in the virtual market. According to [12], e-service quality encompasses all product and service characteristics involved in serving consumer shopping, purchasing, and distribution activities to meet customer needs efficiently. The assessment of website quality includes both the interaction experience during website use and after receiving the service.

Customer Experience

Customer experience is defined as the interactions customers have throughout their journey [13]. It stems from the relationship between customers and a product, service, or company that triggers specific responses [14]. Customer experience involves creating satisfaction through these interactions [15] and is crucial in marketing research because it shapes customer quality in competitive markets. It includes not only cumulative perceptions but also the emotions and feelings during interactions with a company's offerings [16]. This holistic concept covers sensory, social, emotional, cognitive, affective, spiritual, and physical responses [17]. Positive and memorable experiences build emotional value, boosting customer satisfaction [18] and helping marketers grow their customer base, profitability, and deepen relationships [13].

E-Satisfaction

Customer satisfaction is the consumer's evaluation of the trade-off between what is sacrificed and the benefits received in an exchange [19]. It relates to feelings of pleasure or disappointment after comparing product or service performance with expectations. Satisfying customers is a top priority and key strategy for marketers. Consumers start market interactions based on needs and desires, which create expectations for products or services. Companies aim to meet these expectations by offering products with added value, resulting in higher customer satisfaction [19]. According to [20], customer satisfaction is an emotional response based on evaluating the consumption experience of a product or service. Satisfaction occurs when performance meets expectations. This feeling of satisfaction builds a harmonious relationship between company and customer, encouraging repeat purchases, loyalty, and positive word-of-mouth, ultimately benefiting the company's profits and growth.

Hypothesis

H1: Electronic Service Quality influences Customer Satisfaction of GoRide users in Bandar Lampung.
H2: Customer Experience influences Customer Satisfaction of GoRide users in Bandar Lampung.

3. Proposed Method

Research Design

According to [21], survey methods systematically collect information from people to describe or explain their knowledge, attitudes, and behaviors, often using questionnaires as data collection tools. This study employs a quantitative approach, gathering primary data directly from GoRide users in Bandar Lampung via purposive sampling and distributing questionnaires using a Likert scale. Secondary data include relevant books, journals, and reports to support the research. The target population consists of GoRide users in Bandar Lampung who have used the service at least once in the past month. A sample size of 125 respondents is chosen based on [22] guideline for Structural Equation Modeling (SEM). Data collection involves literature review and questionnaire distribution, ensuring efficient and reliable data for analyzing the effects of electronic service quality and customer experience on customer satisfaction.

Operational Definition of Variables

Table 1. Operational Definition of Variables.

Variable	Definition	Indicators	Scale
E-Service Quality (X1)	Electronic service quality as the extent to which a website is able to facilitate consumer activities including shopping, purchasing, and delivering both products and services efficiently and effectively (Parasuraman et al., 2019).	1. GoRide provides detailed and comprehensive information in the Gojek app. 2. GoRide service is efficient and saves my time. 3. GoRide ordering process is fast and easy. 4. Personalization level in GoRide service is appropriate. 5. GoRide offers sufficient payment method options. 6. The GoRide driver matches the app information. 7. I receive GoRide service as ordered through the app. 8. The driver arrives on time as estimated in the app. 9. My privacy is protected when using GoRide in the app. 10. Payment transactions for GoRide feel secure in the app. 11. GoRide has adequate security features in the app. 12. Gojek is responsive to GoRide customer needs. 13. Gojek shows care in resolving GoRide service issues. 14. Customer service promptly answers GoRide questions and requests. (Kaya et al., 2019)	Likert
Customer Experience (X2)	Customer experience comes from a series of relationships between the customer and the product or service, the company, or parts of the company that trigger a certain response (Nasermoadeli et al., 2013).	1. I can use GoRide anytime and anywhere I need it. 2. GoRide offers varied options that suit my needs (Regular, Economy, Comfort). 3. GoRide provides vouchers, shipping discounts, or price cuts. 4. GoRide makes it easy to access help when needed. 5. GoRide prices are affordable. 6. I feel Gojek is the right platform for my transportation needs. 7. The service I get matches what is promised in the app. 8. The waiting time matches what I pay for. (Syahnur et al., 2020)	Likert
Customer Satisfaction (Y)	Customer satisfaction is a series of consumer activities that will compare what is sacrificed with the benefits received from an exchange (Kotler et al., 2019).	1. I am satisfied with my choice to use GoRide. 2. I feel comfortable using GoRide again. 3. Choosing GoRide was the right decision.	Likert

Variable	Definition	Indicators	Scale
		(Syahnur et al., 2020)	

Instrument Testing Technique

In this study, data quality is crucial as it represents the variables under investigation and forms the basis for hypothesis development. The accuracy of data depends on the quality of the data collection instruments, which must be both valid and reliable. Validity testing, according to [23], measures whether a questionnaire accurately captures what it is intended to measure, with a factor loading above 0.50 indicating validity using SPSS analysis. Reliability, as explained by [21], assesses the consistency and stability of the instrument, commonly evaluated with Cronbach's Alpha, where a value above 0.60 signifies acceptable reliability. Thus, valid and reliable instruments ensure high-quality data and trustworthy research results.

Data Analysis Technique

According to [24], data analysis involves activities after collecting data from all potential consumers or other sources. These activities include grouping data by variables and consumer types, tabulating data by variables, presenting data for each studied variable, performing calculations to answer research questions, and testing proposed hypotheses. This study uses quantitative data analysis, primarily processing primary data. Multiple linear regression analysis is applied to examine the dependence of the dependent variable on one or more independent variables. The goal is to estimate the average population value of the dependent variable based on known independent variables. In this research, Customer Satisfaction is the dependent variable, while Electronic Service Quality and Customer Experience are the independent variables.

Hypothesis Testing

Hypothesis testing in this study involves three main tests based on [23]. First, the t-test (partial test) examines the individual effect of each independent variable on the dependent variable. The null hypothesis (H0) states that independent variables have no significant partial effect, while the alternative hypothesis (Ha) states they do. A significance level of 0.05 is used: if the p-value < 0.05, H0 is rejected, indicating a significant effect; if p-value > 0.05, H0 is accepted. Second, the F-test (simultaneous test) evaluates whether all independent variables collectively influence the dependent variable. A significance level of 0.05 determines model suitability: p-value < 0.05 means the model is valid; p-value > 0.05 means it is not. Third, the coefficient of determination (R^2) measures how well the independent variables explain the variation in the dependent variable. An R^2 near zero shows limited explanatory power, while an R^2 near one indicates the independent variables explain most of the variation [23].

4. Results and Discussion

Data Quality Test Results (Validity and Reliability Test)

Table 2. Validity Test Result.

Factors	KMO-MSA	Diagonal Anti-Image Correlation	Factor Loading	Criteria
E-Service Quality (X1)				
X1.1		0.826	0.882	Valid
X1.2		0.908	0.706	Valid
X1.3		0.892	0.627	Valid
X1.4	0.896	0.933	0.627	Valid
X1.5		0.926	0.697	Valid
X1.6		0.898	0.735	Valid
X1.7		0.883	0.742	Valid

Factors	KMO-MSA	Diagonal Anti-Image Correlation	Factor Loading	Criteria
X1.8		0.878	0.684	Valid
X1.9		0.86	0.628	Valid
X1.10		0.925	0.734	Valid
X1.11		0.92	0.595	Valid
X1.12		0.916	0.705	Valid
X1.13		0.909	0.786	Valid
X1.14		0.873	0.77	Valid
Customer Experience (X2)				
X2.1	0.851	0.934	0.751	Valid
X2.2		0.834	0.896	Valid
X2.3		0.885	0.937	Valid
X2.4		0.877	0.645	Valid
X2.5		0.777	0.782	Valid
X2.6		0.889	0.686	Valid
X2.7		0.812	0.754	Valid
X2.8		0.838	0.698	Valid
Customer Satisfaction (Y)				
Y1	0.726	0.697	0.874	Valid
Y2		0.797	0.913	Valid
Y3		0.701	0.877	Valid

The validity test in this study was conducted using factor analysis with SPSS Statistics version 26. This test ensures each questionnaire indicator accurately represents the research variables, using only valid items for further analysis. Indicators are valid if the KMO value ≥ 0.60, significance < 0.50, and factor loading > 0.55. Table 2 shows KMO values for electronic service quality (X1), customer experience (X2), and customer satisfaction (Y) as 0.896, 0.851, and 0.726, respectively, all above the 0.6 threshold, indicating suitability for factor analysis. All items across variables were valid, supported by Anti-Image Correlation values above 0.5 and factor loadings exceeding 0.55. For X1, factor loadings ranged from 0.595 to 0.882; for X2, from 0.645 to 0.937; and for Y, from 0.874 to 0.913, confirming strong construct validity. Thus, all indicators met validity criteria and were used for subsequent analysis of the effects on customer satisfaction.

Table 3. Reliability Test Result.

Factors	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	Cronbach's Alpha if Item Deleted	Criteria
E-Service Quality (X1)				
X1.1	0.927	0.928	0.923	Reliable
X1.2			0.922	Reliable
X1.3			0.924	Reliable
X1.4			0.92	Reliable
X1.5			0.925	Reliable
X1.6			0.922	Reliable

Factors	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	Cronbach's Alpha if Item Deleted	Criteria
X1.7			0.923	Reliable
X1.8			0.92	Reliable
X1.9			0.919	Reliable
X1.10			0.92	Reliable
X1.11			0.919	Reliable
X1.12			0.92	Reliable
X1.13			0.922	Reliable
X1.14			0.919	Reliable
Customer Experience (X2)				
X2.1	0.864	0.869	0.852	Reliable
X2.2			0.856	Reliable
X2.3			0.873	Reliable
X2.4			0.831	Reliable
X2.5			0.852	Reliable
X2.6			0.836	Reliable
X2.7			0.84	Reliable
X2.8			0.836	Reliable
Customer Satisfaction (Y)				
Y1	0.864	0.864	0.782	Reliable
Y2			0.854	Reliable
Y3			0.788	Reliable

Reliability testing was conducted to assess the internal consistency of the research instrument using Cronbach's alpha based on standardized items. Table 3 shows alpha values of 0.927 for X1, 0.864 for X2, and 0.864 for Y. An instrument is considered reliable if the overall Cronbach's alpha is higher than the "alpha if item deleted" for each item. Therefore, each item must have an alpha if deleted value below 0.928 for X1, below 0.869 for X2, and below 0.864 for Y. The results indicate that all items meet this requirement, confirming that the instrument is reliable and suitable for further analysis.

Results of Multiple Linear Regression Analysis

Table 4. Results of Multiple Linear Regression Analysis.

Coefficients[a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	**B**	**Std. Error**	**Beta**	**T**	**Sig.**
(Constant)	.332	.729		.455	.650
X1	.139	.025	.552	5.658	.000
X2	.133	.037	.309	3.165	.002

$$Y = 0{,}332 + 0{,}552.X1 + 0{,}309.X2 + \varepsilon,$$

In this study, Y represents customer satisfaction, X1 is electronic service quality, and X2 is customer experience. The constant value of 0.332 indicates that if both X1 and X2 remain unchanged, customer satisfaction is predicted to stay at 0.332. Based on the standardized coefficients (Beta), electronic service quality (β = 0.552) has a stronger influence than customer experience (β = 0.309). The t-values for X1 (5.658) and X2 (3.165) exceed the critical t-table value of 1.657 (df = 122), indicating both variables significantly affect customer satisfaction. The significance values (0.000 for X1 and 0.002 for X2) further confirm the validity of the regression model.

Hypothesis Test Results

Table 5. T Test Results.

Coefficients[a]					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**		
	B	**Std. Error**	**Beta**	**t**	**Sig.**
(Constant)	0.828	0.738		1.123	0.264
X1	0.205	0.012	0.818	15.75	0.000
(Constant)	1.615	0.775		2.083	0.039
X2	0.337	0.024	0.783	13.967	0.000

Partial hypothesis testing through the t-test was conducted for each independent variable (X1 and X2) on customer satisfaction (Y). Based on Table 5, electronic service quality (X1) has a t-value of 15.750, which exceeds the t-table value of 1.657 (df = 122), with a significance of 0.000 (< 0.05). This supports H1, indicating a significant positive effect of electronic service quality on customer satisfaction, with a regression coefficient of 0.205 and a Beta of 0.835. Table 5 shows that customer experience (X2) also significantly affects customer satisfaction, with a regression coefficient of 0.337, t-value of 13.967, and significance of 0.000. The constant value of 1.615 (t = 2.083; p = 0.039 < 0.05) suggests a baseline level of satisfaction when customer experience is zero. The Beta value of 0.783 confirms customer experience as a strong predictor in the model.

Table 6. F Test Results.

ANOVA[a]						
	Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	380.975	2	190.488	138.145	.000[b]
	Residual	168.225	122	1.379		
	Total	549.200	124			

Based on Table 6, the ANOVA analysis shows an F-value of 138.145, which is greater than the F-table value of 3.07 (df1 = 2, df2 = 122). This indicates that H0 is rejected and H1 is accepted, meaning that the regression model, including electronic service quality and customer experience, has a significant simultaneous effect on customer satisfaction. The significance value of 0.000 (< 0.05) further confirms that the multiple linear regression model is valid and reliable. These results demonstrate the model's strong predictive power in explaining customer satisfaction among GoRide users.

Table 7. R2 Test Results.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.833 [a]	0.694	0.689	1.174

Based on Table 7, the coefficient of determination (R^2) is 0.694, indicating that 69.4% of the variance in customer satisfaction is explained by electronic service quality and customer experience, while the remaining 30.6% is influenced by other factors not examined in this study. A high R-value of 0.833 suggests a strong relationship between the independent and dependent variables, confirming that the regression model provides a solid explanation of customer satisfaction among GoRide users (Ghozali, 2018).

Discussion

The Influence of Electronic Service Quality (X1) on Customer Satisfaction (Y)

The results of this study indicate that electronic service quality (X1) has a positive and significant effect on customer satisfaction (Y) for GoRide users in Bandar Lampung. The regression analysis shows a significant positive coefficient ($t = 15.750 > t\text{-table} = 1.657$; $p = 0.000 < 0.05$), suggesting that higher customer perceptions of electronic service quality lead to greater satisfaction. Key service elements such as ease of use, personalized features, payment security, driver accuracy, and responsive customer support all contributed to this positive perception. These findings highlight the importance of maintaining and improving digital service quality as a core factor in enhancing customer satisfaction. Gojek must ensure the reliability of its app interface, digital security, and customer support systems to create a seamless and enjoyable experience. This aligns with [25], who found that e-service quality significantly impacts customer satisfaction both directly and indirectly. In the local context, the study confirms that strong digital service quality is crucial to sustaining positive user experiences with GoRide in Bandar Lampung.

The Influence of Customer Experience (X2) on Customer Satisfaction (Y)

The study finds that customer experience (X2) has a positive and significant impact on customer satisfaction (Y) for GoRide users in Bandar Lampung. Results from the multiple linear regression analysis show a strong and significant relationship ($t = 13.967 > t\text{-table} = 1.657$; $p = 0.000 < 0.05$), indicating that better user experiences with GoRide lead to higher satisfaction levels. Key aspects include service flexibility, variety of ride options, and ease of access, all of which contribute to a more convenient and satisfying user journey. Additional factors such as promotional offers, pricing affordability, responsive support, and service reliability further enhance the customer experience. Indicators like timely service, accurate expectations, and a trustworthy platform strengthen users' overall satisfaction. These findings align with [10], who found that all dimensions of customer experience significantly influence customer satisfaction. For GoRide, maintaining a seamless, value-driven, and expectation-aligned user experience is crucial to building lasting customer satisfaction and loyalty.

5. Conclusions

This study confirms that both electronic service quality (X1) and customer experience (X2) significantly and positively influence customer satisfaction with GoRide in Bandar Lampung. The results highlight the importance of reliable digital platforms and consistently positive user experiences in fostering customer trust and satisfaction. However, this research is limited to users in a single city and focuses solely on two independent variables, which may not capture the full range of factors influencing satisfaction. Future studies are recommended to expand the geographic scope, include diverse demographic segments, and explore additional variables such as brand image, service innovation, or perceived value to provide a more comprehensive understanding of customer satisfaction in digital transportation services.

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