

# The Influence of E-Service Quality and Service Features on Customer Trust in Gojek Application Users

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**Abstract.** This research was conducted to analyze the influence of E-Service Quality and Service Features on Customer Trust among Gojek application users. The data in this research was collected through distributing questionnaires and analyzed using quantitative analysis. The population taken was students at Swadaya Gunung Jati University with a sample of level 4 students. The sample taken was 208 respondents using a non-probability sampling technique, namely purposive sampling. In this study, the data was processed using SPSS version 25 with cross descriptive model analysis (Crosstab), as well as the relationship between the respondent's character and the question variables. And to test the data using validity and reliability tests. The research results show that E-Service Quality has a significant influence on Customer Trust, Service Features have a significant influence on Customer Trust, and the two variables between E-Service Quality and Service Features both have a significant influence on Customer Trust.

**Keywords:** Customer Trust, E-Service Quality, Gojek Application Users, Service Features

## 1 Introduction

Technology has a big and significant impact on everyone's life. This is due to the increasing development of technology from time to time and is supported by the internet. Until now, the internet has become a necessity for society, because the internet supports all community activities in terms of communication and information, and makes it easier for everyone, whether working, studying or carrying out other activities. The internet is a social media network that changes the entire structure of people's lives, from economic, social and cultural aspects. With the dynamic development of technology, which means it continues to change and develop actively, this makes companies compete to provide excellent service to their targets and provides encouragement for business actors to create products and carry out innovations to create quality services for their customers. public.

The impact of the internet on customer behavior is not just that more customers are using the internet to make purchases. Customers access the internet to get information about products, services, costs and features before they buy. Although the internet promises changes that force companies to change the way they do business, that way of doing business must still be governed by the principles that guide the creation and maintenance of customer relationships in conventional contexts. The weakness of using the internet is "surfing" which has the implication that it is used to move quickly from one site to another to look for information or get the best deals. The challenge for companies doing business on the internet is to stop customers surfing and encourage them to bookmark the company's site and use it regularly, to build relationships that keep customers coming back time and time again. Visiting a site is not enough. Companies need to be able to persuade visitors to stay on the site long enough and make a purchase. Online relationships are built on more than just clicking for a rating and printing a page.

Based on table 1 which is sourced from the 2021 databox, it states that the highest number of internet users in 2021 is China with a total of 989.08 million internet users, then in second place is India with a total of 755.82 million internet users. , and for Indonesia is in third place with the number of internet users of 212.35 million people, then next is Japan with the number of internet users of 118.63 million people, Bangladesh with the number of internet users of 116.14 million people, Pakistan with the number of internet users of 100.68 million people, next is the Philippines with a number of internet users of 89.1 million people, Vietnam with a number of internet users of 74.75 million people, Thailand with a number of internet users of 57 million people, then there is South Korea with the last position in the data The level of internet users in Southeast Asia is 49.42 million people.

**Table 1.** Internet User Level Data in Southeast Asia

No	Country	Internet User Level
1.	Tiongkok	989, 08
2.	India	755, 82
3.	Indonesia	212, 35
4.	Jepang	118, 63
5.	Bangladesh	116, 14
6.	Pakistan	100, 68
7.	Filipina	89,1
8.	Vietnam	74,75
9.	Thailand	57
10.	Korea Selatan	49, 42

The table above shows data on the level of internet users, giving an idea of the number of users with internet access in a country. This provides a huge opportunity for every business actor to create good services for their targets. The increasing development of technology from time to time has had a big influence on some business actors by utilizing technology to make things easier for their users, one of which is by making it easier for people to understand the service features available in several applications.

Most products can be offered with varying features that complement their basic functionality. Companies can identify and select appropriate new features by surveying recent buyers and then calculating the ratio of customer value to company costs for each potential feature. Features are a means of differentiating one product from another. Most products can be offered by providing a variety of features that can complement their basic functions. Meanwhile, service is a form of activity that shows ownership of other competitors [1], [2] [3], [4].

Service features are one of the factors from competitors that will prove their trustworthiness to consumers, this is formed in carrying out transactions online or offline. Therefore, this is the main factor in creating service quality [1], [2] [4], [5]. The definition of feature can be interpreted as a quality, ability, benefit, aspect, or prominent characteristic that differentiates it from similar goods or services so that it becomes the attractiveness of a product or service. Service features are the main factor in creating service quality that can provide customer satisfaction. Quality consists of a number of product features, which fulfill customer desires, thereby providing satisfaction with the use of the product. Quality always focuses on customers. Products are made or produced to fulfill customer desires so that a product can be said to be of quality if it meets the customer's wishes, and quality is the degree to which it achieves inherent characteristics in meeting requirements [6], [7], [8] [9], [10].

Service means serving with commitment and sincerity and being willing to sacrifice personal interests for the interests of other people (consumers). Services or services are all actions or performances that one party can offer to another party that are essentially intangible and do not result in any ownership. Services have four striking characteristics that greatly influence the design of marketing programs: intangibility, indivisibility, variability and perishability [11], [12] [3], [13],[14].

Currently, almost every level of society uses information technology to do various things, including buying and selling. Apart from the fact that the digital economic market tends to be wider, practicality is the reason why this system is so often used by the public. With the continued development of digital technology, it is important for economic actors, government and society to jointly manage the impact and potential of the digital economy in order to optimize its benefits in the long term.

The digital economy can be defined as economic activities or activities that focus more on digital means and have an impact on the economy with the hope of increasing profits for those who do it. In this case, the digital economy also means the spread of technology in the use of more efficient software and practices in the activities carried out. [11], [12] [15], [16], [17].

Through the use of current technological advances, start-up businesses in the online transportation sector have also emerged in Indonesia. For example, Gojek provides convenience for people in the field of online transportation. Gojek (stylized as gojek; previously written GO-JEK) is a technology company from Indonesia that provides transportation via motorbike taxi services. Gojek is available in 50 cities in Indonesia. As of June 2016, the Gojek application had been downloaded almost 10 million times on Google Play on the Android operating system. (Wikipedia, 2023). The service features provided by the Gojek application are not only in the form of online transportation services, but also other features such as; GoFood and GoMart, GoPay and GoGive, GoRide, GoCar, GoBluebird, GoSend, GoMassage and GoClean, now with funding from investors, such as Google, JD.com, Tencent, Mitsubishi and Provident Capital, has made Gojek into the decacorn company category. A decacorn company is a start-up company that has a minimum asset valuation of US\$ 10 billion or 10 times the

lower limit of a unicorn. [19]. The quality of online services has a large and significant influence on many important aspects of electronic commerce [20]

## 2 Literature Review

### 2.1 E-Service Quality

Service quality can be defined as the magnitude of the difference between consumers' expectations or desires and their level of perception. Quality is our best guarantee of customer loyalty, our strong defense in the face of foreign competition, and the only path to growth and revenue that has existed for so long. In this case, it is a process that consistently includes marketing and operations that pays attention to human involvement[6], [11], [12] [9], [10], [21].

### 2.2 Service Features

Service features are a competitive means of differentiating a product from competitors. This feature is a characteristic of the product which is used as a complement to the product's function and this can be measured through the diversity of features, the features meet expectations, and the features have advantages [8], [22][23], [24].

#### 2.2.1 Customer Trust

Customer trust is the most important relationship in a company. In fact, this trust is the foundation of a sustainable relationship, and is very important in building customer loyalty. Trust arises from a long process until both parties trust each other [11], [12], [22][25], [26], [27].

#### 2.2.2 Framework

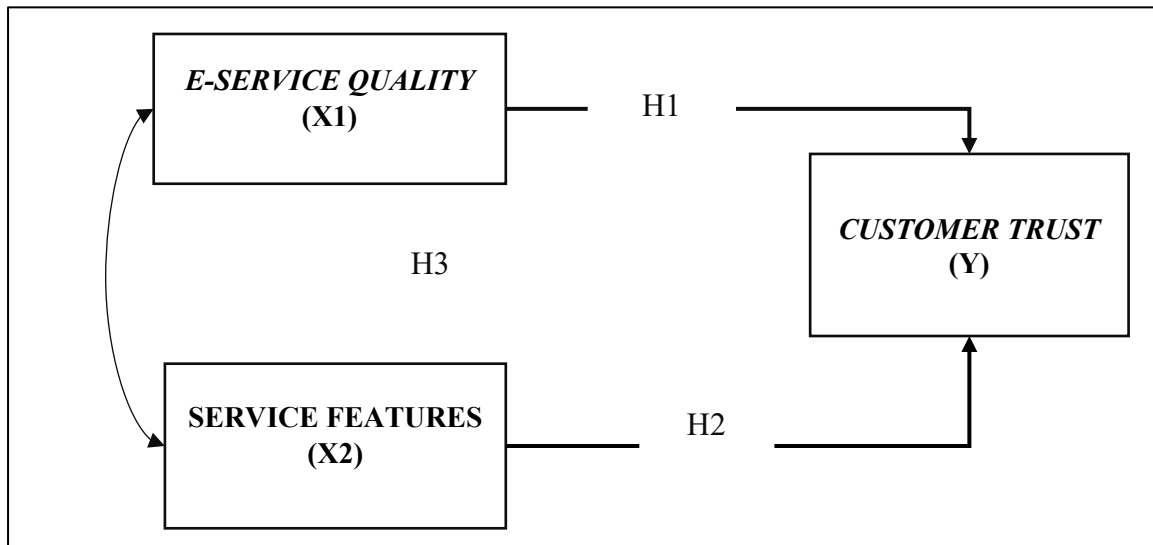


Figure 1. Thinking Framework Model

Based on the theoretical study and framework explained above, the hypothesis in this research is:

1. Hypothesis 1: E-Service Quality influences Customer Trust among Gojek application users
2. Hypothesis 2: Service features influence Customer Trust among Gojek application users
3. Hypothesis 3: E-Service Quality and Service Features both influence Customer Trust among Gojek application users.

## 3 Research Method

The research method at least describes the approach used in the research, population and research sample, explains the operational definition of variables along with data measuring tools or how to collect data, and data analysis methods. If the measurement tool uses a questionnaire, it is necessary to include the results of the validity and reliability test of the research instrument. Validity is a condition where the measure used can accurately

measure what it should. Therefore, validity is a reliable measurement, but conversely, a reliable measurement is not necessarily valid if the precise characteristics of the measure are not met [28], [29]. Reliability test is a condition where the measure used can measure the actual value and there are no errors in it. The reliability of the similarity of measurement or observation results if the facts or realities of life are measured or observed many times at different times within the conceptual framework [29], [30].

The researcher determines the research method that will be used, namely quantitative research methods. This method is called a positivistic method because it is based on the philosophy of positivism. Quantitative methods can be interpreted as research methods that are based on the philosophy of positivism, used to research certain populations or samples, collecting data using research instruments, quantitative or statistical data analysis, with the aim of describing and testing predetermined hypotheses.[31], [32] [33]. The variables in this research consist of independent variables and dependent variables. Independent variables are variables that are likely to cause influence or impact on certain results, meaning that variations in the independent variable are assumed to explain the entire variation in the dependent variable, while dependent variables are variables that depend on the independent variable, in this case the variable that is assumed to be the result or due to the influence of the independent variable where this variable is influenced or becomes a result due to the existence of the independent variable [31], [32], [34][35], [36]. In this research, the independent variable (X) consists of E-Service Quality (X1) and Service Features (X2) and the dependent variable (Y), namely Customer Trust in Gojek application users.

### **3.1 Population and Sample**

The population in research is the area that the researcher wants to study. The population is all the subjects in research who are used as research subjects, in fact this population is a collection of people, objects or objects that are the target of research, while the sample is a portion of the research subjects selected and is considered to represent the entire population. Samples can also be referred to as units or elements taken to represent the population for analysis [32], [34], [37] [28], [35], [38], [39].

This research uses a sample, where the sample is part of the number and characteristics of the population. So the sample is part of the existing population, so sampling must use a certain method based on existing considerations. In this case, the researcher took a population, namely, students from the UGJ Faculty of Economics and Business and the sample used in this research has a provision that the sample in this research is students from the UGJ Faculty of Economics and Business, male and female from Level 4 with a total of 208 people.

### **3.2 Sampling Technique**

In this study, the researcher used a non-probability sampling technique, where this sampling technique does not provide equal opportunities or opportunities for each element or member of the population selected as the sample. Therefore, researchers used non-probability sampling techniques with purpose sampling type in determining the sample in this study.

### **3.3 Data Analysis Technique**

Researchers carried out data analysis using a validity test and reliability test. Validity implies that the measurement results are valid or do not deviate from existing provisions. A question item in the questionnaire is declared valid if the correlation value between the item and the total value of items in the same dimension is more than 0.3 as the critical value of the test results. Reliability test is a reliability test that tests respondents' consistency in answering questionnaire questions. The consistency of answers is usually tested with Cronbach Alpha ( $\alpha$ ) [40].

### **3.4 Data Testing and Data Analysis**

Data testing carried out in this research includes Validity Test, Reliability Test. Validity and Reliability Tests are used to find out whether each question created is valid or invalid, and Reliability Tests are used to find out whether each respondent's answer is reliable or not. Meanwhile, the analytical tools used include cross-descriptive analysis, crosstabs, and the relationship between the respondent's character and the question variables.

## 4 Results and Discussion

### 4.1 Test Data

#### 4.1.1 Validity Test

Based on the test results, it can be seen that all questions for the E-Service Quality, Service Features and Customer Trust variables are valid because the r-count value > r-table. Where the r-table value is 0.138 with a significance of 5%, it can be concluded that all question items can be declared valid.

**Table 2.** Correlation Value (Each Knowledge Question Item)

Code	r-table	r-calculation	Description
P1	0.138	0.669	Valid
P2	0.138	0.702	Valid
P3	0.138	0.657	Valid
P4	0.138	0.654	Valid
P5	0.138	0.704	Valid
P6	0.138	0.679	Valid
P7	0.138	0.728	Valid
P8	0.138	0.789	Valid
P9	0.138	0.726	Valid
P10	0.138	0.659	Valid
P11	0.138	0.659	Valid
P12	0.138	0.672	Valid
P13	0.138	0.719	Valid
P14	0.138	0.717	Valid
P15	0.138	0.720	Valid

#### 4.1.2 Reliability Test

Based on the test results, it can be seen that the statements for the E-Service Quality, Service Features and Customer Trust variables obtained a Cronbach's Alpha value > Cronbach's Alpha ( $\alpha$ ) level value of 0.60. Based on the table below, it can be stated that the Cronbach's Alpha value is 0.923, meaning this value is greater than 0.60, so it can be concluded that all statement items are declared reliable.

**Table 3.** Reliability Value (Each Question Item)

<i>Reliability Statistics</i>	
<i>Cronbach's Alpha</i>	<i>N of Items</i>
.923	15

#### 4.1.3 Cross Descriptive Model Analysis (Crosstab) of Sex and Gender Criteria in E-Service Quality (X1), Service Features (X2), and Customer Trust (Y)

Cross Descriptive Analysis with Crosstab calculations aims to find out how the criteria are related to each variable. Data analysis in this research was used to find the relationship between age and gender criteria on E-Service Quality (X1), Service Features (X2), and Customer Trust (Y).

##### 4.1.3.1 Age Descriptive with E-Service Quality (X1)

Based on the results of the descriptive analysis of age on the E-Service Quality variable, it can be seen that respondents aged 17 years are in the medium category, meaning that the age criteria are quite related to the E-Service Quality variable. Meanwhile, for respondents aged between 18-24 years, it is in the low category, meaning that the age criterion is not related enough to the E-Service Quality variable, and for respondents aged 29 years, it is in the high category, meaning that the age criterion is highly related to the E-Service Quality variable. So it can be concluded that the relationship between age criteria and E-Service Quality is in the low category, meaning that age criteria are not very related to the E-Service Quality variable.

**Table 4.** Descriptive Age with E-Service Quality Variable

Descriptive Age with E-Service Quality Variable (X1)										
Age	Disagree	Quite agree	Agree	strongly agree	N	Max Score	Score	Mean	TCR	Category
17 Years	0	3	2	5	10	50	32	3,20	64	currently
18 Years	1	22	72	55	150	8250	481	3,21	5,83	low
19 Years	1	30	90	84	205	17220	667	3,25	3,87	low
20 Years	2	31	68	64	165	10560	524	3,18	4,96	low
21 Years	5	53	154	148	360	53280	721	2,00	1,35	low
22 Years	0	21	42	42	105	4410	210	2,00	4,76	low
23 Years	0	4	14	17	35	595	67	1,91	11,2	low
24 Years									6	
29 Years	0	0	5	0	5	0	15	3	0	low
	0	2	1	1	4	4	8	2	200	tall
Total							302,78	2,64	32,89	low

**4.1.3.2 Descriptive Age with Service Feature Variables (X2)**

Based on the results of the descriptive analysis of age on the Service Feature variable, it can be seen that respondents aged 17-24 years are in the medium category, meaning that the age criteria is quite related to the Service Feature variable. Meanwhile, respondents aged 29 years are in the low category, meaning that the age criterion is not sufficiently related to the Service Feature variable. So it can be concluded that the relationship between age criteria and Service Features is in the medium category, meaning that the age criteria have a sufficient relationship with the Service Features variable.

**Table 5.** Descriptive Age with Service Features

Descriptive Age with Service Features (X2)										
Age	Disagree	Agree	Strongly Agree	N	Max Score	Score	Mean	Tcr	Category	
17 Years	4	1	4	9	45	18	2	40	currently	
18 Years	16	73	49	138	690	309	2,24	44,78	currently	
19 Years	26	88	91	205	1025	475	2,32	46,34	currently	
20 Years	22	63	80	165	825	388	2,35	47,03	currently	
21 Years	42	160	158	360	1800	836	2,32	46,44	currently	
22 Years	14	35	56	105	525	252	2,40	48,00	currently	
23 Years	2	15	18	35	175	86	2,46	49,14	currently	
24 Years	0	5	0	5	25	10	2	40	currently	
29 Years	3	2	0	5	25	7	1,4	28	low	
Total						264,56	2,17	43,30	currently	

**4.1.3.3 Descriptive Age with Customer Trust Variable (Y)**

Based on the results of the descriptive analysis of age on the Customer Trust variable, it can be seen that respondents aged 17-29 years are in the medium category, meaning that the age criteria are quite related to the Customer Trust variable. So it can be concluded that the relationship between age criteria and the Customer Trust variable is in the medium category, meaning that the age criteria is quite related to the Customer Trust variable.

**Table 6.** Descriptive Age with Customer Trust

Descriptive Age with Customer Trust (Y)										
Age	Disagree	Agree	Strongly Agree	N	Max Score	Score	Mean	TCR	Category	
17 Years										
18 Years	4	1	5	10	50	21	2,1	42	currently	
19 Years										
20 Years	18	79	53	150	750	335	2,23	44,67	currently	

21 Years	32	100	73	205	1025	451	2,20	44,00	current ly
22 Years									current ly
23 Years	27	66	72	165	825	375	2,27	45,45	current ly
24 Years									current ly
29 Years	64	178	118	360	1800	774	2,15	43,00	current ly
	20	38	47	105	525	237	2,26	45,14	current ly
	7	11	17	35	175	80	2,29	45,71	current ly
	0	5	0	5	25	10	2	40	current ly
	1	3	1	5	25	10	2	40	current ly
Total						254,78	2,17	43,33	current ly

**4.1.3.4 Descriptive Gender with E-Service Quality Variables (X1)**

Based on the results of the analysis above, it can be seen that the criteria for male and female respondents are in the medium category, meaning that the gender criteria is quite related to the E-Service Quality variable (X1).

**Table 7.** Descriptive Gender with E-Service Quality (X1)

Descriptive Gender with E-Service Quality (X1)										
Gender	Disagree	Quite Agree	Agree	Strongly Agree	N	Max Score	Score	Mean	TCR	Category
Man	1	31	84	114	230	1150	771	3,35	67,04	currently
Woman	8	136	364	302	810	4050	2580	3,19	63,70	currently
Total							1675,50	3,27	65,37	currently

**4.1.3.5 Descriptive Gender with Service Feature Variables (X2)**

Based on the results of the analysis above, it can be seen that the criteria for male and female respondents are in the medium category, meaning that the gender criteria are quite related to the Service Feature variable (X2).

**Table 8.** Descriptive Gender with Service Feature Variables (X2)

Descriptive Gender with Service Feature Variables (X2)										
Gender	Quite Agree	Agree	Strongly Agree	N	Max Score	Score	Mean	Tcr	Category	
Man	20	87	123	230	1150	563	2,45	48,96	currently	
Woman	109	355	346	810	4050	1857	2,29	45,85	currently	
Total						1210,00	2,37	47,40	currently	

**4.1.3.6 Descriptive Gender with Customer Trust Variables (Y)**

Based on the results of the analysis above, it can be seen that the criteria for male and female respondents are in the medium category, meaning that the gender criteria are quite related to the Customer Trust (Y) variable.

**Table 9.** Descriptive Gender with Customer Trust Variables (Y)

Descriptive Gender with Customer Trust Variables (Y)										
Gender	Quite Agree	Agree	Strongly Agree	N	Max Score	Score	Mean	Tcr	Category	
Man	29	92	109	230	1150	540	2,35	46,96	currently	
Woman	144	389	277	810	4050	1753	2,16	43,28	currently	
Total						1146,50	2,26	45,12	currently	

#### 4.1.4 Cross Descriptive Model Analysis (Crosstab) for Each Criteria

##### 4.1.4.1 Descriptive Gender Criteria for Expenditures Using Gojek

Based on the calculation of the descriptive analysis of the criteria for male gender, there were 26 respondents who spent IDR 20,000-30,000 on the Gojek application, as well as 8 respondents spent 30,000-40,000 on expenses spent in 1 week on the Gojek application, then 7 respondents spent expenditure of 50,000 and a further 5 respondents spent 40,000-50,000. And for respondents with female gender, expenditures incurred during 1 week for Gojek were more spent on expenditures amounting to < 20,000-30,000 with a total of 78 respondents, and for expenditures that were spent more in the next week amounted to > 50,000 with a total of 40 respondents, then 27 respondents. The female gender spent 30,000-40,000, then 17 female respondents spent 40,000-50,000.

Based on the statement above, it can be stated that the expenditure spent more on the Gojek application is in the range < 20,000-30,000 with a total of 104 respondents with a presentation of 50.0% or half of the total number of respondents of 208 respondents, both male and female. Woman.

**Table 10.** Descriptive Gender by Expenditure

Gender * During the week how much was spent on the Gojek application						
Gender		During the week how much was spent on the Gojek application				Total
		< 20.000 - 30.000	> 30.000 - 40.000	> 40.000 - 50.000	> 50.000	
Man	Count	26	8	5	7	46
	% of Total	12.5%	3.8%	2.4%	3.4%	22.1%
Woman	Count	78	27	17	40	162
	% of Total	37.5%	13.0%	8.2%	19.2%	77.9%
Total	Count	104	35	22	47	208
	% of Total	50.0%	16.8%	10.6%	22.6%	100.0%

##### 4.1.4.2 Descriptive Gender Criteria for Gojek Application Services

Based on the calculations below, for services that are often used in the Gojek application, men mostly use GoFood with a total of 33 respondents, then other frequently used services are GoRide with 12 respondents and for the GoCar application there are respondents. And for respondents who are female, the Gojek application service that is frequently used is the GoFood application with 101 respondents, then another application which is widely used is GoRide with 57 respondents, then for the GoCar service there are 3 respondents, and for GoSend there is 1 respondent.

Based on the statement above, it can be stated that the Gojek application service that is frequently used is the GoFood service with a total of 134 respondents, both male and female respondents with a presentation of 64.4% of the total 208 respondents.

**Table 11.** Gender Descriptive With Gojek Application Services

Gender * what services are frequently used in the Gojek application						
Gender		what services are frequently used in the Gojek application				Total
		GoCar	GoFood	GoRide	GoSend	
Man	Count	1	33	12	0	46
	% of Total	0.5%	15.9%	5.8%	0.0%	22.1%
Woman	Count	3	101	57	1	162
	% of Total	1.4%	48.6%	27.4%	0.5%	77.9%
Total	Count	4	134	69	1	208
	% of Total	1.9%	64.4%	33.2%	0.5%	100.0%

##### 4.1.4.3 Descriptive Housing Criteria with Gojek Application Services

In calculating the data using cross-descriptive analysis as below, it can be stated that respondents who live in boarding houses have the highest number of respondents by choosing the service that is often used on Gojek in the form of GoFood with 52 respondents, then the Gojek application service that is frequently used next is GoRide with a total of 14 respondents who chose to live in a boarding house, for the other frequently used Gojek application, namely GoCar, there were 2 respondents with the criteria of living in a boarding house, and for the total respondents who chose to live in a boarding house, there were 68 respondents with a presentation of 32.7%



of The total number of respondents was 208 respondents. Then, for the criteria for choosing to live at home, the service that is often used on the Gojek application is GoFood with 82 respondents, another Gojek application service that is often used is GoRide with 55 respondents, then there are other Gojek services in the form of GoCar with 2 respondents who chose to stay at home, and the next application service was GoSend service as many as 1 respondent.

Therefore, based on the results of the analysis and explanation of the calculation results above, it can be stated that the Gojek application service that is frequently used is GoFood among respondents who live in boarding houses or at home with a total of 134 respondents with a presentation of 64.4% of the total number of respondents of 208 respondents.

**Table 12.** Descriptive Place of Residence with Gojek Application Services

		Current residence * what services are frequently used in the Gojek application					Total
		what services are often used in the Gojek application					
Current Residence	Boarding	Count	GoCar	GoFood	GoRide	GoSend	
		House	% of Total	2	52	14	0
			1.0%	25.0%	6.7%	0.0%	32.7%
	House	Count	2	82	55	1	140
		% of Total	1.0%	39.4%	26.4%	0.5%	67.3%
Total		Count	4	134	69	1	208
		% of Total	1.9%	64.4%	33.2%	0.5%	100.0%

**4.1.4.4 Descriptive Criteria for Expenditures Using Gojek with Gojek Application Services**

Based on the calculation results below, it can be stated that expenditures of <20,000-30,000 were more spent on GoFood services with a total of 64 respondents, Go-Ride with 38 respondents, GoCar with 2 respondents. Then, more expenditure of > 30,000-40,000 was spent on GoFood services with 23 respondents, GoRide with 12 respondents. Furthermore, expenditures of > 40,000-50,000 were spent more on GoFood services by 13 respondents, GoRide by 8 respondents, and GoSend by 1 respondent. As well as expenditures of > 50,000 more spent on GoFood services by 34 respondents, GoRide 11 respondents, GoCar 2 respondents.

Therefore, based on the results of the analysis and explanation of the calculation results above, it can be said that respondents spent more on Gojek application services in the form of GoFood and GoRide with a total of 134 respondents and 69 respondents with a presentation of 64.4% and 33.2% of the total number of respondents. 208 respondents.

**Table 13.** Descriptive Expenditures With Gojek Application Services

		During the week how much was spent on the Gojek application * what services are often used in the Gojek application					Total
		what services are often used in the Gojek application					
During the week how much was spent on the Gojek application	< 20.000 - 30.000	Count	GoCar	GoFood	GoRide	GoSend	
			% of Total	2	64	38	0
			1.0%	30.8%	18.3%	0.0%	50.0%
	> 30.000 - 40.000	Count	0	23	12	0	35
		% of Total	0.0%	11.1%	5.8%	0.0%	16.8%
	> 40.000 - 50.000	Count	0	13	8	1	22
		% of Total	0.0%	6.3%	3.8%	0.5%	10.6%
	> 50.000	Count	2	34	11	0	47
		% of Total	1.0%	16.3%	5.3%	0.0%	22.6%
Total		Count	4	134	69	1	208
		% of Total	1.9%	64.4%	33.2%	0.5%	100.0%

**4.1.4.5 Descriptive Domicile with Gojek Application Services**

Based on the results of the calculations below, it can be stated that for the Indramyu category a total of 12 respondents chose GoFood and GoRide as frequently used services, Jakarta there was 1 respondent choosing GoRide, Kab. Cirebon had a total of 70 respondents choosing GoFood and GoRide services as frequently used applications, Cirebon City had a total of 94 respondents choosing GoFood and GoRide as frequently used Gojek services, Kuningan had a total of 14 respondents choosing GoFood as a frequently used service , Losari had a total of 1 respondent choosing GoRide, Majalengka with a total of 14 respondents choosing GoFood and GoRide

as frequently used applications, and Yogyakarta with a total of 1 respondent choosing GoFood as the frequently used Gojek service.

**Table 14.** Descriptive Domicile with Gojek Application Services

<b>Domicile * any services frequently used in the Gojek application</b>						
Domicile		what services are often used in the Gojek application				Total
		GoCar	GoFood	GoRide	GoSend	
Indramayu	Count	0	6	6	0	12
	% of Total	0.0%	2.9%	2.9%	0.0%	5.8%
Jakarta	Count	0	0	1	0	1
	% of Total	0.0%	0.0%	0.5%	0.0%	0.5%
Kab.Cirebon	Count	2	45	22	1	70
	% of Total	1.0%	21.6%	10.6%	0.5%	33.7%
Kota Cirebon	Count	0	59	35	0	94
	% of Total	0.0%	28.4%	16.8%	0.0%	45.2%
Kuningan	Count	1	12	1	0	14
	% of Total	0.5%	5.8%	0.5%	0.0%	6.7%
Losari	Count	0	0	1	0	1
	% of Total	0.0%	0.0%	0.5%	0.0%	0.5%
Majalengka	Count	1	10	3	0	14
	% of Total	0.5%	4.8%	1.4%	0.0%	6.7%
Sumedang	Count	0	1	0	0	1
	% of Total	0.0%	0.5%	0.0%	0.0%	0.5%
Yogyakarta	Count	0	1	0	0	1
	% of Total	0.0%	0.5%	0.0%	0.0%	0.5%
Total	Count	4	134	69	1	208
	% of Total	1.9%	64.4%	33.2%	0.5%	100.0%

Therefore, it can be concluded that the Gojek application service that is frequently used is the GoFood service with a total of 134 respondents with a presentation of 64.4% of the total number of respondents of 208 respondents.

## 5 Conclusion

Based on the results of research that has been carried out through the stages of data collection, data processing, and data analysis, it can be concluded that the age criterion is not related to the E-Service Quality variable (X1). This shows that the level of service quality is not measured through age, but E-Service Quality can be measured through customer satisfaction. Customer satisfaction grows when customers believe that a service or product offered is in accordance with what customers expect. Customer trust grows when customers gain good experience in using a product or service offered so that customers can re-purchase a product or service and then a sense of satisfaction arises in customers regarding the quality of the product or service provided. If a service provides comfort to users, it will have an impact on increasing trust, because the service is considered capable of maintaining and minimizing risks, which will increase the user's tendency to reuse the service.

The age criterion has sufficient connection with the Service Feature variable (X2). This is because there is a tendency for differences in age between people who are old and people who are not yet, for people who are old will find it difficult to understand the convenience of a service feature, in contrast to people who are not yet old, they tend to easily understand the convenience of a service and technology feature. The age criterion is related to the Customer trust (Y) variable. This is because several things in terms of age can be seen that the measure of

trust is not only seen from one age benchmark, the more age relationships that have been researched, the better we know the trust given from the scale of the number of ages that gives trust to users of the Gojek application service. And the results of the data analysis above show that gender criteria also have an attachment or relationship with the variables E-Service Quality (X1), Service Features (X2), and Customer Trust (X3).

Therefore, in this research it can be concluded that the age criterion is not related to the E-Service Quality variable (X1) but is related to the Service Feature variable (X2), and Customer Trust (Y). Then the gender criteria are related to the variables E-Service Quality (X1), Service Features (X2), and Customer Trust (Y). Analysis of the data above shows that H1, H2, and H3 are accepted, meaning that the E-Service Quality variable influences Customer Trust, then service features influence Customer Trust, and both variables influence each other.

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