

Analysis of Service Quality and Product Features toward Grab Application Consumer Satisfaction (Case Study on Widyatama University Students)

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Abstract

Quality of service and Product features are essential to retain old consumers and attract new consumers. The purpose of this research is to find out the level of quality of service and product features affecting consumer satisfaction. The factors tested in this study were The Quality of Service and Product Features as independent variables. While Consumer Satisfaction as a dependent variable. The research methods used in this study are descriptive and verification methods. The population in this study is Students of the S1 Management Study Program, Regular A, Class of 2017 Widyatama University. The sample determination technique used in this study is non-probability sampling with a purposive sampling technique with the number of samples that are 111 respondents. While the analysis method used in this study is spearman rank correlation, the determination coefficient and linear regression doubled at a rate of the significance of 5%. The program is used in analyzing data using the Statistical Package for Social Science (SPSS) Ver. 25.00. The results showed that the quality of service provided a significant and positive influence on consumer satisfaction by 32.2%. While product features have a positive and significant impact on consumer satisfaction by 21.1%.

Keywords: *Quality of Service; Product Features; Consumer Satisfaction.*

1. Introduction

Transportation has become an important need for Indonesians with no exceptions for students. With the encouragement of technological advances today. People are increasingly spoiled for choice with very practical and efficient public transport options. Grab is one of the solutions for students just by using a smartphone consumers can order Grab services. Grab not only offers online transportation services such as GrabBike and GrabCar but there are also a wide range of services and features that are very useful for students such as GrabFood, Delivery, Groceries, and others

Since the beginning of grab's presence in Indonesia in 2014, grab from year to year until now continues to improve the quality of its service both in terms of safety, safety, comfort, and so on. The features offered by Grab today are also very diverse not least with its competitors which can be a solution for consumers. Although in general, the quality of Grab's service has improved over the years. In approximately 5 years, Grab has been able to outperform Gojek

in the online motorcycle taxi market in Indonesia with a market share of 64.7% while Gojek only 35.3% in 2019

However, in some aspects of the services provided by Grab it still needs to be improved such as the lack of notice regarding changes to the cost-effective package tariff, the lack of ethicality of some drivers to consumers, less flexible payment systems than competitors.

Based on the description that backgrounds the problems in this study, then the subject matter in this study can be formulated as follows:

1. Does the Quality of Service affect the consumer satisfaction of the Grab app
2. Do Product Features affect grab app consumer satisfaction

Based on the background and formulation of the problem, this research aims to find out:

1. The quality of service affects the consumer satisfaction of the Grab app
2. Product features affect grab app consumer satisfaction

3. Literature Review

3.1 Quality of Service

The quality of service is one of the important and noteworthy things for the company in the face of competition. By providing good quality service to consumers, consumer satisfaction will also be achieved.

According to Fandy Tjiptono (2014: 268), the definition of "quality of service focuses on fulfilling the needs and desires of consumers and the accuracy of its delivery to keep pace with consumer expectations"

Nasution in Rusydi (2017:39) "The quality of service is the expected level of excellence and control over that level of excellence to meet consumers. According to Kotler in Fandy Tjiptono (2016:284) reveals there are five dominant factors or determinants of service quality, the five factors consisting of Tangible, Empathy, Responsiveness, Reliability and Assurance

Based on some of the opinions according to the experts above, researchers came to the understanding that the quality of service is one of the desires of consumers when buying a product to fulfill its needs and can be one of the strategies or weapons for the company in the face of competition.

3.2 Product Feature

Along with the current competition in the field of online motorcycle taxis in Indonesia, the company offers a wide range of interesting and unique product features that can be a solution for consumers to win the competition.

According to Kotler and Amstrong (2012), Product features are a competitive means of distinguishing one product from competing products. Usually, the characteristics inherent in a product are the result of continuous development and improvement. Whereas according to Fandy Tjiptono (2014:134) "Product features are synonymous with unique, distinctive and special properties and something that no other product has".

According to Kotler and Keller (2012), there are 4 indicators, namely the diversity of features, the quality of features, the importance of features, and the completeness of

Based on the opinions of the above experts, researchers came to the understanding that product features are a competitive means of distinguishing their products from those that are characteristic and do not belong to competitor products.

3.3 Customer Satisfaction

Satisfaction has a very broad meaning depending on what the object of satisfaction is. The creation of customer satisfaction is very important for the success of a business entity

According to Kotler in Surjadi (2012:49), stating that customer satisfaction is a person's level of feeling after comparing the performance he feels with expectations.

According to Kotler & Keller in Setiawan, et al (2016:3). Consumer satisfaction is the level of consumer feelings of pleasure or disappointment resulting from comparing the perceived performance of the product (or results) with their expectations.

According to Tri and Mastuti (2011), five factors should be considered by the company, namely product quality, service quality, emotional, price, and cost.

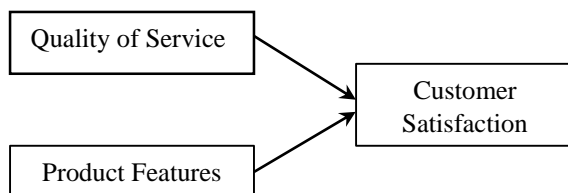
Based on some of the opinions of the above experts, researchers came to the understanding that consumer satisfaction is a condition of consumer feelings both happy and disappointed produced after comparing the performance of a product.

Conceptual Framework

The conceptual framework is a conceptual model of how the foundation of the theory that has been described relates logically to various factors identified as important issues (Sekaran,2015). A good model can explain the relationship between research variables, namely independent variables and dependent variables (Ferdinand,2014). Here's the frame of mind laid out in this study.

There has been some research on the quality of services and features to consumer satisfaction. Research conducted by Nurseto (2018) states that product feature variables have a strong relationship with customer satisfaction and have a positive and significant influence on consumer satisfaction.

While research on the quality of service to consumer satisfaction according to Yoga Murdianto, Retno Indah Rochmawati, and Andi Reza Perdanakusuma (2019) in his journal concluded that there is a simultaneous influence between the variable quality of service on consumer satisfaction. From the relationship between the variables described, then the paradigm of this research can be used as follows:



The hypothesis in this study is as follows:

H1: The quality of service has a positive and significant effect on consumer satisfaction

H2: Product features have a positive and significant effect on consumer satisfaction

2. Methods

The object of the research in the preparation of this research is a company engaged in the field of online transportation. As for what we will analyze is in particular the quality of service and features. The study began in June 2020 until the study was completed. The research methods we use are descriptive as well as verification as well as the use of hypotheses.

The population in this study is a user of grab application student Management Study Program S1, Regular A, Class of 2017 Widyatama University. The population can be used as respondents to find out about consumer satisfaction in the services on the Grab app and the results show that reliable questionnaires based on Cronbach's Alpha values more than 0.5 Means questionnaires can be understood and targeted to the right respondents. The program is used in SPSS 25.

4. Results and Discussion

By purposive sampling 111 respondents, researchers shared Likert scale questionnaires and obtained 111 data with a 100% response rate. Here is a table describing the characteristics of respondents:

Table 4.1. Characteristics of Respondents Based on Gender

No	Gender	Frequency	%
1	Female	74	66,7
2	Male	37	33.3
Total		111	100

In this study, 66.7% of respondents were female and 33.3% were male. It can then be concluded that female respondents are more interested in using grab services than male respondents.

Table 4.2. Characteristics of Respondents By Age

No.	Age	Frequency	%
1	17 years	1	0,9
2	18-29 years	110	99,1
3	30-39 years	-	-
4	>40 years	-	-
Total		111	100

The age of the respondents in the study was the majority in the age range of 18 years to 29 with the number of respondents 110 and at the age of 17 only 1 respondent.

4.1 Validity Test

The results of the study can be said to be valid if there are similarities between the data collected and the actual data on the objects studied. The statement can be declared Valid if the value of the calculated r coefficient obtained $>$ r-table

Table 4.3. Recapitulation of Test Results for the Validity of Service Quality Variables

Variable	Item no	r-count	r-table	Conclusion
Quality of service (X1)	1	0.354	0.1569	VALID
	2	0.234	0.1569	VALID
	3	0.582	0.1569	VALID
	4	0.432	0.1569	VALID
	5	0.494	0.1569	VALID
	6	0.292	0.1569	VALID
	7	0.464	0.1569	VALID
	8	0.543	0.1569	VALID
	9	0.452	0.1569	VALID

Based on the table 4.3 it appears that the entire statement that makes up the quality of the service has an r-count value greater than the r-table value. So that all such statements are declared valid in other words all statements submitted to measure the quality of service have

performed its measuring function. Furthermore, the results of the product feature variable validity test recap can be seen in the following table:

Table 4.4. Recapitulation of Product Feature Validity Test Results

Variable	Item no.	r- count	r-table	Conclusion
Product Features (X2)	1	0.548	0.1569	VALID
	2	0.528	0.1569	VALID
	3	0.580	0.1569	VALID
	4	0.452	0.1569	VALID

Based on the table 4.4 it appears that the entire statement that makes up the product feature has an r-count value greater than the r-table value. So that all statements are declared valid in other words all statements submitted to measure product features already perform the size function. Furthermore, the results of the test recap of the validity of consumer satisfaction variables can be seen in the following table:

Table 4.5. Recapitulation of the Validity Test Results for Consumer Satisfaction Variables

Variable	No Item	r- count	r-table	Conclusion
Consumer satisfaction (Y)	1	0.625	0.1569	VALID
	2	0.558	0.1569	VALID
	3	0.508	0.1569	VALID
	4	0.647	0.1569	VALID
	5	0.706	0.1569	VALID
	6	0.535	0.1569	VALID
	7	0.641	0.1569	VALID
	8	0.675	0.1569	VALID
	9	0.712	0.1569	VALID

Based on the table 4.5 it appears that all statements that makeup consumer satisfaction have an r-count value greater than the r-table value. So that all statements are declared valid in other words all statements submitted to measure consumer satisfaction have performed the function of the size

4.2 Reliability Test

The valid instrument must also be reliable. Data reliability tests are used to show the extent to which measurement results are consistent when performed twice or more of the same symptoms.

Table 4.8. Service Quality Reliability Test Results Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.741	.750	9

Based on the table 4.8 showing in Cronbach's alpha column has a value of 0.741 > 0.60 it can be concluded that the question constructs that is the dimension of the Service Quality variable (X1) is reliable.

Table 4.9. Product Feature Variable Reliability Test Results
Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.725	.738	4

Based on the table 4.9 showing in Cronbach's alpha column has a value of 0.725 > 0.60 it can be concluded that the question construct which is the variable dimension of product feature (X2) is reliable.

Table 4.10. Reliability Test Results of Customer Satisfaction Variables
Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.871	.881	9

Based on the table 4.10 showing in Cronbach's alpha column has a value of 0.871 > 0.60 can be concluded that the question construct that is the dimension of the Consumer Satisfaction variable (Y) is reliable

4.3 Multiple Linear Regression Test

Table 4.11. Hypothetical Test Result (t)
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.091	.309		3.537	.001
	Kualitas Layanan (X1)	.480	.077	.481	6.190	.000
	Fitur Produk (X2)	.249	.062	.314	4.042	.000

a. Dependent Variable: Kepuasan Konsumen (Y)

Based on the table 4.11, obtained sig values. 0.000 < 0.05 and t count by 6,190 > 1,660 which means the quality of service has a positive and significant effect on consumer satisfaction so that H0 is rejected and H1 is accepted.

Based on the table 4.11 obtained sig values. 0.000 < 0.05 and t count by 4,042 > 1,660 which means the product features have a positive and significant effect on consumer satisfaction so that H0 is rejected and H1 is accepted.

Then can be obtained regression equations as follows:

$$Y = a + bx_1 + bx_2$$

$$Y = 1.091 + 0.480X + 0.249X$$

4.4 Correlation Test

Table 4.12. Spearman Rank Correlation Test Results
Correlations

			Quality service (X1)	Product features (X2)	Customer satisfaction (Y)
Spearman's	Quality service (X1)	Correlation	1.000	.449**	.568**

rho		Coefficient			
		Sig. (1-tailed)	.	.000	.000
		N	111	111	111
	Product features (X2)	Correlation Coefficient	.449**	1.000	.459**
		Sig. (1-tailed)	.000	.	.000
		N	111	111	111
	Customer satisfaction (Y)	Correlation Coefficient	.568**	.459**	1.000
		Sig. (1-tailed)	.000	.000	.
		N	111	111	111

** . Correlation is significant at the 0.01 level (1-tailed).

Based on the table 4.12 spearman correlation coefficient results, it can be concluded that:

- The relationship between service quality variables and consumer satisfaction is quite strong
- The relationship between product feature variables and consumer satisfaction variables is quite strong

4.5 Test the coefficient of determination

Test the determination coefficient that aims to find out how much influence of service quality variables and product features affects consumer satisfaction. With the formula for calculating the influence between variables:

1. Effect of service quality on consumer satisfaction:

$$\begin{aligned} Kd &= r^2 \times 100\% \\ &= 0,568^2 \times 100\% \\ &= 32,3\% \end{aligned}$$

From the calculation results above seen that the quality of service affects consumer satisfaction by 32.3% while the remaining 67.7% is influenced by other variables that are not studied.

2. Effect of product features on consumer satisfaction:

$$\begin{aligned} Kd &= r^2 \times 100\% \\ &= 0,459^2 \times 100\% \\ &= 21,1\% \end{aligned}$$

From the calculation results above it appears that product features affect consumer satisfaction by 21.1% while the remaining 78.9% is influenced by other variables that are not studied.

5. Conclusions and recommendations

Conclusion

Based on the research that has been done through statistical data analysis from the questionnaire disseminated, conclusions can be drawn as follows:

1. Based on questionnaires that have been disseminated to 111 respondents and tested, show that the quality of service gives a positive and significant influence on consumer satisfaction by 32.3% while the remaining 67.7% is influenced by other variables that are not studied.

2. Based on questionnaires that have been spread to 111 respondents and tested, showing that product features have a positive and significant impact on consumer satisfaction by 21.1% while the remaining 78.9% is influenced by other unstudied variables.

Recommendations

By observing the research that has been done, researchers try to submit some suggestions to be used as input material for Grab company as follows:

1. On the variable quality of service item statement with the greatest value is the 1st statement item which is "the condition of the vehicle both motor and car worth using" researchers advise to maintain the provisions that have been applied by Grab company regarding the condition of the motor or car that is worth using as transportation. Meanwhile, the item of the statement with the smallest value is the 2nd statement item which is "facilities such as helmets, raincoat masks, and others have been provided by grab drivers" researchers advise the company to pay more attention to supporting facilities such as providing helmets, masks, raincoats, etc. to make consumers feel safe and comfortable while on the go.
2. In the feature variable of the product statement with the largest value is the 4th statement item which is "the features available on the grab application are very helpful to consumers in their daily activities". Researchers advise grab companies to retain the features available on the grab app. While the statement item with the smallest value is the 1st statement item which is "the diversity of app features grab more than competitors". Researchers advise grab companies to continue to innovate and Based on research that has been done improving the diversity of features on grab apps that can help consumers.

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