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Application Of E-Servqual In Analyzing The Quality Of Online Food Ordering Services In The Gojek Application

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ABSTRACT *- PT Gojek Indonesia is a transportation service company that is currently very popular among the public. As a well-known online transportation platform in Indonesia, Gojek is naturally expected by many customers to deliver high-quality service and performance. However, many customers have been disappointed because the service and performance did not meet their expectations. Customer reviews of Gojek, particularly regarding GoFood orders, indicate that the service quality of the Gojek application still needs to be improved. Therefore, this study aims to prevent errors between merchants and drivers when picking up food for customers and to improve Gojek's service quality. The research method used in this study is the E-Servqual method, analyzed through five dimensions: Reliability, Responsiveness, Assurance, Empathy, and Tangibles. The gap results show that GoFood's service quality on all five dimensions has not yet met customer expectations; therefore, GoFood management needs to make improvements in some of these dimensions.*
Keywords : *Customer Satisfaction, GoFood, E-Servqual*

Penerapan E-Servqual dalam Menganalisis Kualitas Layanan Pemesanan Makanan Daring pada Aplikasi Gojek

ABSTRAK *– PT Gojek Indonesia is a transportation service company that is currently very popular among the public. As a well-known online transportation platform in Indonesia, Gojek is naturally expected by many customers to deliver high-quality service and performance. However, many customers have been disappointed because the service and performance did not meet their expectations. Customer reviews of Gojek, particularly regarding GoFood orders, indicate that the service quality of the Gojek application still needs to be improved. Therefore, this study aims to prevent errors between merchants and drivers when picking up food for customers and to improve Gojek's service quality. The research method used in this study is the E-Servqual method, analyzed through five dimensions: Reliability, Responsiveness, Assurance, Empathy, and Tangibles. The gap results show that GoFood's service quality on all five dimensions has not yet met customer expectations; Therefore, GoFood management needs to make improvements in some of these dimensions.*

Kata Kunci *– Customer Satisfaction, GoFood, E-Servqual.*

1. INTRODUCTION

Businesses offering products and services today are highly diverse, aimed at meeting the needs of society. However, when the COVID-19 pandemic hit Indonesia, the government imposed simultaneous lockdowns and PPKM (Community Activity Restrictions Enforcement), causing many stores to close. Food entrepreneurs, both large and small, were among the hardest hit, and many experienced a decline in turnover. Therefore, selling online became one of the strategies to boost their economy. Online marketing is a company performance system that focuses on selling goods, services, or promotions using the internet as the supporting medium of that system [1]. One way to do this is by marketing their products through an online ride-hailing application, namely Gojek.

As reported on the Gojek website, a brief profile of Gojek is as follows: PT Gojek Indonesia is a transportation service company founded by Nadiem Makarim in 2010. In 2015, this startup launched an Android- and iOS-based application that can be downloaded from the Play Store or App Store. The startup operates in the transportation service sector by acting as an

intermediary that connects motorcycle taxi riders with customers [2]. The application offers many features and services to its users: GoRide/GoCar for ordering a motorcycle or car to take us wherever we are going; GoSend for sending packages within the day, with the option of a faster (instant) or slower (same-day) delivery time and, of course, different prices; and GoFood, a service for ordering the food we want through this application; along with many other services available in the application.

As a well-known online transportation platform in Indonesia, Gojek is naturally expected by many customers to deliver high-quality service and performance. However, many customers have been disappointed because the service and performance did not meet their expectations. This can be seen on the Play Store, where many negative reviews have been written by customers. Customers complain, among other things, that drivers purchase the wrong GoFood orders, that they wait too long for a driver, and that information on whether a restaurant is open or closed is often not updated when ordering GoFood, so many customers give ratings of less than 5 stars on the Play Store. An article also reports that customers have difficulty finding a driver when ordering food through GoFood and that GoFood discounts are confusing.

Service quality is the quality of service in the service industry, namely the presentation of a product or service according to the standards that apply where the product is offered, with delivery that is at least equal to what consumers want and expect [3]. Service quality is the presentation of a product or service that meets company standards, with efforts to deliver it as expected by restaurant guests or to exceed their expectations [3].

Customer complaints can affect customer satisfaction. Therefore, this study was conducted to examine service quality and its impact on customer satisfaction with GoFood orders, using the e-service quality method.

Customer satisfaction is the degree to which customers' needs, wants, and expectations are met, resulting in repeat purchases or continued loyalty [4]. Customer satisfaction is also the customer's estimate or belief about what they will receive when they purchase or consume a product or service [4]. Here, the authors conclude that improving the service quality of the transportation services in the Gojek application will retain customers, increase the number of customers, and expand the customer base.

Based on the problems above, the authors are interested in conducting a study entitled "Analysis of the Quality of Online Food Ordering Services in the Gojek Application Using the E-Servqual Method."

2. LITERATURE REVIEW

2.1. Quality

Quality is no longer merely the fulfillment of rigid technical specifications, but a dynamic concept focused on the ability of a product or service to meet or exceed customer expectations on an ongoing basis while minimizing waste in business processes [5].

2.2. Service Quality

Service quality is a comprehensive integration of five main dimensions—reliability, responsiveness, assurance, empathy, and tangibles—that collectively shape customers' perceptions. It is no longer measured against an organization's internal standards, but by how consistently service performance can narrow the gap between what customers expect and the reality they receive [6].

2.3. E-Service Quality

E-service quality is not merely the transfer of conventional services to a digital platform, but a comprehensive integration of website or application efficiency, ease of interaction, transaction security, and reliability in fulfilling commitments, which collectively determine users' satisfaction and loyalty in cyberspace [7].

2.4. Gojek

Gojek is not merely an online transportation service provider, but an integrated super-app digital ecosystem platform that uses network technology to connect consumers with a variety of on-demand services. These services range from transportation and goods-delivery logistics to integrated financial technology, designed to respond efficiently to the dynamics of mobility and people's daily needs [8].

2.5. Population

A population is a generalization area consisting of objects/subjects with certain qualities and characteristics determined by the researcher to be studied and from which conclusions are drawn [9]. A population is also the entire research subject, encompassing all objects studied—whether individuals, things, events, values, or occurrences—from objects or subjects with certain characteristics and numbers

determined by the researcher to be studied and used to draw conclusions [10].

2.6. Sample

A sample is a portion of the number and characteristics possessed by the population. When the population is large and the researcher cannot study everything in it, for example because of limited funds, energy, and time, the researcher may use a sample taken from that population [9]. A sample is also a small part of the population taken according to a certain procedure so that it can represent the population. A good sample is a representative one, that is, a sample whose characteristics are the same as or similar to those of the population [11].

2.7. Types of Data

In obtaining data, researchers can access various sources to produce information. Based on their source, data are divided into two broad groups, namely primary data and secondary data.

Primary data are the main source of information collected directly by the researcher during the research process. These data are obtained from original sources, namely respondents or informants related to the research variables, through observation, direct interviews, or data collection using questionnaires [12].

Secondary data are supporting data that serve to reinforce primary data and are obtained by the researcher indirectly, through an intermediary or another party. Secondary data generally come from historical documents, literature books, scientific journals, articles, official government publications, or existing institutional databases/reports [13].

2.8. Likert Scale

The Likert scale is a measuring instrument used to assess the perceptions, attitudes, or views of individuals or groups regarding a social event or phenomenon. With the Likert scale, the variables to be measured are broken down into variable indicators, which then serve as the starting point for composing instrument items in the form of statements or questions [14].

A five-point Likert scale is also a common choice because it provides a sufficient range of ratings to measure respondents' perceptions without confusing them when making a choice [15].

2.9. SPSS

SPSS, short for Statistical Package for the Social Sciences, is statistical software designed to help researchers process data, perform various statistical analyses, and present the results in informative forms such as tables, graphs, or diagrams. Although it was originally created for social science data analysis, with technological progress SPSS is now widely used in many fields, including engineering, business, education, and health [16].

3. RESEARCH METHOD

The research flow applied by the authors is as follows:

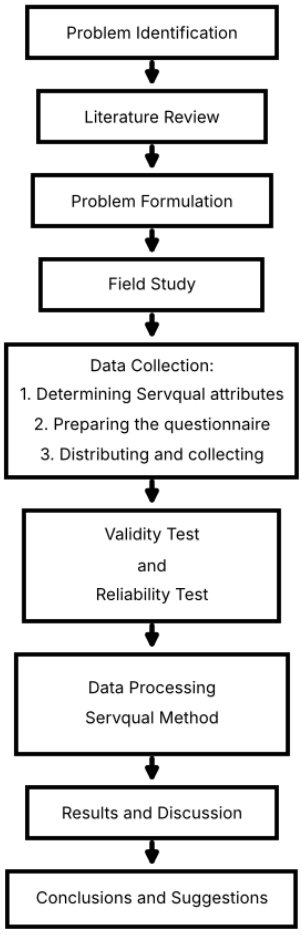

Figure 1. Research Flow

The following is an explanation of the research stages shown in the scheme above:

a. Problem Identification
   Identifying problems related to service for GoFood customers that are important to address.
b. Literature Review
   Used to deepen the methods and theories for solving the previously defined problem; the required theories and information were obtained from journals, books, notes, and other sources.
c. Problem Formulation

This stage discusses the extent of GoFood customer satisfaction in terms of both expectations and performance, followed by in-depth consideration to determine the method that will be used to solve the problem.

d. Field Study
Searching for data sources among GoFood customers who order food through the Gojek application.

e. Data Collection
Questionnaires were distributed to GoFood customers. This study used a sample of 30 respondents. This sample size is considered adequate for an exploratory study to identify an initial picture or pattern of service gaps (*gap*) in GoFood service before testing on a larger scale.

f. Validity and Reliability Tests
At this stage, the validity and reliability of the data are determined, because if the data are not valid and reliable, the research results will not be accurate.

1) Validity Test
The validity test is used to assess the effectiveness of a measuring instrument or medium in collecting data. This test aims to ensure that the questionnaire used is truly valid; the most frequently used method is to correlate each item score with the total variable score [17].

$$r_{xy} = \frac{n\sum XY - (\sum X)(\sum Y)}{\sqrt{[n\sum X^2 - (\sum X)^2][n\sum Y^2 - (\sum Y)^2]}} \quad (1)$$

Where:

r_{xy} = Correlation coefficient
n = Number of samples
$\sum XY$ = Sum of the products of variables x and y
$\sum X$ = Sum of the values of variable x
$\sum Y$ = Sum of the values of variable y
$\sum X^2$ = Sum of the squared values of variable x
$\sum Y^2$ = Sum of the squared values of variable y

2) Reliability Test
The reliability test is a tool for measuring a questionnaire that serves as an indicator of a variable or construct. A questionnaire is said to be reliable if a person's answers to the statements are consistent or stable over time [11]. The reliability test is conducted to determine the extent to which the research instrument can provide measurement results that are fixed, consistent, and accurate (trustworthy), even when the test is repeated on the same subjects at different times [18]. The formula used to determine the reliability test is as follows:

$$r_{11} = \left(\frac{n}{n-1}\right)\left(1 - \frac{\sum \sigma t^2}{\sigma t^2}\right) \quad (2)$$

Where:

r_{11} = Reliability coefficient sought
n = Number of question items tested
$\sum \sigma t^2$ = Sum of the variances of each item score
σt^2 = Total variance

g. Data Processing Using the E-Servqual (E-Service Quality) Method
Data processing is carried out to determine whether the minimum sample size has been met. If it has not, the process returns to the questionnaire distribution stage.

h. Results and Discussion
At the next stage, the valid and reliable data are analyzed in greater depth to obtain accurate results that reflect actual conditions.

i. Conclusions and Suggestions
This is the final step of the research, in which conclusions are drawn from the results of data processing and analysis, and suggestions are provided that can serve as a reference for the management of PT Gojek Indonesia and other parties who need them.

4. RESULT AND DISCUSSION

4.1. Data Collected

The researchers used a sampling technique with 30 GoFood customers as respondents, using questions that had been declared valid in the validity test and whose reliability would then be determined. All of the questionnaires distributed were returned and could be used as data in this study.

The characteristics of the respondents in this study are as follows:

a. Gender
According to the data obtained from respondents, 30% were male and 70% were

female. The difference between male and female respondents in this study is considerable. This shows that women are more inclined to order GoFood, although men also like ordering food online through the GoFood application, albeit not as much as women.

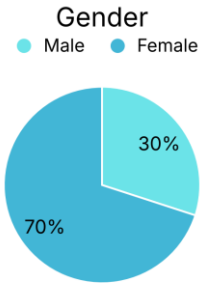

Figure 2. Number of Respondents by Gender

b. Age

According to the data obtained from respondents, 3.3% of the respondents in this study were under 20 years old, 73.3% were 20 to 30 years old, 6.7% were 31 to 40 years old, and 16.7% were over 40 years old. The average age of respondents who often use the GoFood application is between 20 and 30 years. This is because people in this age group have fairly broad knowledge of the internet, including ordering food online using the GoFood application; it is also because it is practical and simple—one only needs to wait a few minutes and the food is ready to eat without having to cook in the kitchen.

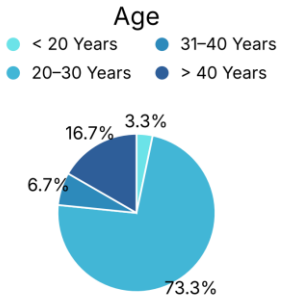

Figure 3. Number of Respondents by Age

c. Highest Level of Education

According to the data obtained from respondents, there are several levels of education. Education aims to develop a person's intellectual ability, psychological maturity, and character formation. In this study, it can be seen that respondents have different levels of education: 37% have elementary/junior high/senior high school or equivalent education, 26% have a Diploma (D3), and 37% have a Bachelor's degree (S1).

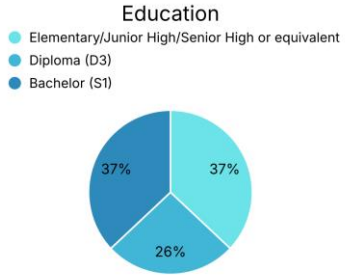

Figure 4. Number of Respondents by Education

d. Occupation

The questionnaire shows several occupations among the respondents: students 16.7%, civil servants 3.3%, private-sector employees 50%, entrepreneurs 10%, and housewives 20%.

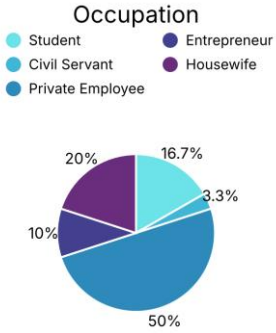

Figure 5. Number of Respondents by Occupation

4.2. Validity Test

The validity test uses the Pearson bivariate correlation formula with SPSS version 24 as a tool. Data are declared valid if r-count > r-table at a significance level of 5%; conversely, if r-count < r-table, the data are declared invalid. The validity of the questionnaire for each dimension is shown in the following table:

Table 1. Validity Test

Variable	Dimension	Item	r-count	r-table	Remarks
E-Servqual	Reliability	X1.1	0.507	0.361	Valid
	X1	X1.2	0.676	0.361	Valid
		X1.3	0.585	0.361	Valid
		X1.4	0.626	0.361	Valid
	Responsiveness	X2.1	0.562	0.361	Valid
	X2	X2.2	0.667	0.361	Valid
		X2.3	0.835	0.361	Valid
		X2.4	0.714	0.361	Valid
	Assurance	X3.1	0.722	0.361	Valid
	X3	X3.2	0.678	0.361	Valid
		X3.3	0.63	0.361	Valid
	Empathy X4	X4.1	0.709	0.361	Valid
		X4.2	0.751	0.361	Valid
		X4.3	0.788	0.361	Valid
		X4.4	0.647	0.361	Valid
	Tangibles	X5.1	0.868	0.361	Valid
	X5	X5.2	0.891	0.361	Valid
		X5.3	0.917	0.361	Valid
		X5.4	0.849	0.361	Valid
		X5.5	0.882	0.361	Valid

Table 1 shows that each statement item, from 1 to 20, has an r-count > r-table value, so all variables are declared valid and suitable to be used as research instruments.

4.3. Reliability Test

The reliability test aims to examine the consistency of respondents in answering the research questionnaire for each variable. The reliability test uses the alpha formula with a significance level of 0.05. An instrument is considered reliable if the alpha value is greater than the r-table value (0.361). The reliability of the questionnaire for each dimension is shown in the following table:

Table 2. Reliability Test

Variable	Dimension	Cronbach's Alpha	Reliability Coefficient	Remarks
E-Servqual	Reliability X1	0.907	0.361	Reliable
	Responsiveness X2	0.838	0.361	Reliable
	Assurance X3	0.811	0.361	Reliable
	Empathy X4	0.958	0.361	Reliable
	Tangibles X5	0.926	0.361	Reliable

Table 2 shows that the Cronbach's alpha values of all five dimensions are greater than the reliability coefficient, so it can be concluded that the statements for all five dimensions are reliable.

4.4. Expected Value (Expectation)

The following formula is used to calculate the average expected value (expectation) for the GoFood application service:

$$TH_i = \frac{\sum H_i}{N} \quad (3)$$

Where:

TH_i = Expectation value of service for service indicator i
$\sum H_i$ = Total respondent answers for service indicator i
N = Total respondents

The formula used to calculate the average expectation value for each service quality dimension is:

$$H_j = \frac{\sum TH_i}{n_j} \quad (4)$$

Where:

H_j = Average expectation value of customers on dimension j
$\sum TH_i$ = Expectation value of service for service indicator i
n_j = Total respondents

The summation of expectation scores shows that the third statement in the empathy dimension, that GoFood drivers can communicate well (X4.3), and the first statement in the responsiveness dimension, that GoFood drivers contact customers promptly when an order comes in (X2.1), have the highest expectation scores, at 4.47. This means that customers strongly expect GoFood drivers to communicate well and to contact customers promptly when an order comes in. Meanwhile, the statement with the lowest expectation score is the second statement in the assurance dimension, that GoFood drivers are willing to order food with a guarantee (X3.2), at 3.97, meaning that GoFood users consider it not to be a problem if GoFood drivers do not order food with a guarantee. For the E-Servqual dimensions, the dimension with the highest average expectation is empathy, at 4.40, whereas assurance is the dimension with the lowest average expectation, at 4.14.

4.5. Perceived Value (Perception)

The following formula is used to calculate the perception score of GoFood application users:

$$Tp_i = \frac{\sum P}{N} \quad (5)$$

Where:

Tp_i = Total customer perception of service indicator i
$\sum P$ = Total response value from respondents
N = Total number of respondents

The summation of perception scores for GoFood E-Servqual shows that the first statement in the responsiveness dimension, that GoFood drivers contact customers promptly when an order comes in (X2.1), has the highest perception score, at 4.27. This proves that customers like it when a driver contacts them immediately after an order comes in. Meanwhile, the second statement in the tangibles dimension, that drivers always look neat and attractive (X5.2), has the lowest perception score, at 3.7. This shows that most customers are still dissatisfied with drivers' performance in terms of appearance, which is rather untidy. The dimension with the highest perception score is empathy, at 4.15, while the dimension with the lowest perception score is tangibles, at 3.94. This is in line with earlier GoFood studies, which also found empathy to perform well [19] and to significantly increase customer satisfaction [20].

4.6. E-Servqual Analysis

The gap value for each dimension is calculated using the following equation:

$$SQ = \bar{y} - \bar{x} \quad (6)$$

Where:

SQ = Gap value

$\bar{y}$ = Average performance or perception value

$\bar{x}$ = Average expectation value

The E-Servqual results show a large gap between customers' perceptions and expectations for the statement that GoFood drivers can explain patiently when there is a misunderstanding (X4.4), with a gap of -0.37. This indicates that GoFood drivers lack patience when explaining in the event of a misunderstanding, and that drivers should explain things well to GoFood customers. Meanwhile, the statement that GoFood drivers always prioritize safe riding (X5.1) has a gap of 0.2. This indicates that service performance matches customer expectations, so customers are satisfied with the service provided by GoFood drivers. These results show that GoFood's service quality on all five dimensions has not yet met customer expectations; therefore, GoFood management needs to make improvements in some of these dimensions.

5. CONCLUSION

Based on the research conducted on GoFood customer satisfaction using the E-Servqual method, several conclusions can be drawn. The highest expectation is in the Empathy dimension (average 4.40), particularly the indicator of good communication skills (X4.3), together with driver responsiveness in contacting customers promptly when an order comes in (X2.1), with a score of 4.47. The lowest expectation is in the Assurance dimension (average 4.14), with the lowest score on the indicator that drivers are willing to order food with a guarantee (X3.2) at 3.97, which is considered not to be much of a problem if it is not done. The highest perception is in the Empathy dimension (average 4.15), with the indicator that drivers promptly contact customers when an order comes in (X2.1) obtaining the highest score of 4.27. The lowest perception is in the Tangibles dimension (average 3.94), with the lowest score on the indicator of driver neatness and appearance (X5.2) at 3.70, indicating customer dissatisfaction with appearance. The largest gap is negative (-0.37) and occurs in the statement that drivers lack patience in explaining misunderstandings (X4.4), indicating that expectations have not been met. Conversely, some aspects, such as safe riding (X5.1), show a positive score (0.2), where driver performance already meets or exceeds expectations. Overall, GoFood's service quality on all five dimensions has not yet fully met customer expectations, so a comprehensive evaluation is still needed. However, this study has a major limitation in its small sample size, so it remains exploratory in nature. Therefore, future researchers are advised to increase the sample size in order to obtain findings that can be generalized and that comprehensively represent the population of GoFood users.

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