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# The Customer Satisfaction of Online Transportation in Indonesia

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**Abstract.** The purpose of the research is to determine the effect of the online shopping attitude, perceived convenience, user interface and user experience, and consumer innovativeness towards customer satisfaction of online transportation in Indonesia. The research method used in this research is associative method. Data analysis is done using quantitative methods by distributing questionnaires to 332 randomly across Indonesia to all correspondents who are online transportation consumers. The results show that there is a significant influence on perceived convenience, user interface and user experience, and consumer innovativeness towards customer satisfaction, as well as consumer innovativeness on customer satisfaction, while online shopping attitude shows no influence. Therefore, online transportation company in Indonesia should focus more on the factors that have a positive and significant influence on their customer satisfaction, which are perceived convenience, user interface and user experience, and consumer innovativeness.

## 1. Introduction

Internet is entwined with human's daily life [1]. Internet experience can effects the intention of buy a product via internet. Their perceptions is different from the other and also their behaviour, attitude in online environment based on each of their experience. [2]. it is how the information is presented and an individual will affect their performance in a given task and their decisions makings [3]. The more knowledgeable they are about using the internet and the consumer feels less risk associated with the internet. Nowadays marketers bring brands closer to consumers' everyday life. The changing role of customers as co-producers of value is becoming increasingly important [4]. The remarked that technology plays a vital role in improving the quality of services provided by the business units. The electronic marketing is a transfer of goods or services from seller to buyer involving one or more electronic methods or media [4].

Nowadays in Indonesia, the rapid growth of e-commerce market share in Indonesia is already beyond a reasonable doubt. With the number of Internet users reached 82 million people, or about 30% of the total population in Indonesia, the e-commerce market into a gold mine that is very tempting for some people who can see the potential in the future [5]. Based on data from Bolton Consulting Group in 2013



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the middle classes in Indonesia has reached 74 million people and is predicted by 2020. It shows that the market potential of e-commerce and also e-service in Indonesia is very large.

The development of mobile applications is expensive and integrating mobile channels into existing processes requires considerable investments by firms said Deloitte; Forrester Research [6]. Despite the success of some, the majority of mobile applications fail outright or are not as successful as expected define by Deloitte [6]. It is because only 1 percent of the mobile applications have been downloaded more than one million times. And then once downloaded, one in four mobile applications are never used again. Likewise, 80 percent of all branded mobile applications are downloaded less than 1,000 times and the most popular 10 percent of mobile applications generate 80 percent of all downloads in Apple's iTunes store said Deloitte and Dredge [6]. The latest market research suggests that the lack of usability has been identified as the most important factor influencing consumers' decisions to reject mobile applications [6]

Customer satisfaction is related to consumer expectation, which he defined as in a marketing term as a measurement of how the products or services provided by a company meet or surpass a customer expectation [7]. Customer expectation is an uncontrollable factors which including past experience, advertising and customers' perception at the time of purchase, background, attitude and product's image [8]. Satisfied customers are likely to be loyal and make repetitive purchase which will increase profitability of that particular e-commerce or online business company [9]. Satisfaction is the consumer's fulfilment response which is a judgement that a product or service feature, or the product or service itself, provides a pleasurable level of consumption related fulfilment [7]. In relation from the statement before, the same opinion that every business success depends on customer satisfaction which is happened by well-structured marketing system and plans [9]. Making sure customer satisfied is important because basically those who buy the goods or services in the business is customer. Therefore, to this research is made which is to determine customer satisfaction in online transportation in Indonesia.

Online shopping attitude is about the attitude of customers in ordering or purchasing the products or services. It is about knowing and understanding the factors that influencing customer's decision to buy online. It is important to be analysing the consumer behaviour in the field of online business, as well as to see the consumer attitudes toward online business service [10]. Consumer's attitudes toward online shopping or online ordering has an important role in the increasing customer satisfaction. Online shopping or purchasing also depends on customer's use and skills of computer systems [2]. Therefore, customers with positive attitudes toward online shopping systems can have a beneficial impact on user satisfaction. Customer with higher computer skill or proficiency are more likely to adapt and adopt online shopping than those with lower skill or proficiency [2]. One of the way for online stores or business to help their customers create a more positive attitude toward online shopping or purchasing is through making a recommendation and use ranking mechanism [7]. It can be referred as an individual's positive or negative evaluation of a relevant behavior in attitude toward a behavior and is imposed an individual's salient of performing a behavior regarding the perceived consequences [11]. Inner beliefs of an individual about the consequences of performing a certain action do influence attitudes toward the actual behavior as behavioral beliefs [2]. Their background such as their personal previous experience, personality traits and characteristic, and their personal mentalities are those beliefs differ from an individual to another based [1]. In online shopping attitude, Customers tend to be satisfied with services of online stores, if they manage to form a positive online shopping attitudes, then the hypothesis: H1: Online shopping attitude positively influences customer satisfaction

Convenience denoted the time and effort consumers used in purchasing a product rather than a characteristic or attribute of a product [7]. For online shoppers, one of the benefit for them in purchasing is the removal of physical constraints such as spatial & geographic distance, traditional payment methods and fixed store hours. To remove these constraints can create shopping convenience. Online stores or business provide customers the convenience of shopping or purchasing in any time and place. They allow customers to do the transactional process for 24 hours in every day. Besides that, online stores have a wider variety of goods available in their warehouse and are not depended and placed in a limited physical store space. They enable customers to quickly access the preferred goods or services.

therefore they give customers the convenience in purchasing [10]. Online shopping or purchasing is perceived as advantageous if it offers convenience and cost savings [7]. Lower transactional cost can be created by the online convenience, which is as part of customer service, particularly for busy or uniformed customers[8]. If customer can have a good experience in a convenient shopping environment not only consumer customs, but also their consumer satisfaction will be retained. H2: Perceive convenience positively influences customer satisfaction

User Experience (UX) broadly reflects all aspects of the interaction between a user and a product [11]. The UX concept encompasses various aspects that have been overlooked from the traditional HCI perspective, even defined hedonics to emphasize the importance of hedonic values such as pleasure [12]. UX is highly dynamic over time and has aspects that may be approached qualitatively. In other words, good experience relies highly on context of use briefly suggested hedonic and pragmatic perceptions for product attributes that can be used to measure UX [11]. The constituents of UX (named “UX elements”) and identified the child attributes of UX elements (named “sub-elements”). A total of 22 dimensions including overall UX, three elements of UX (i.e. usability, affect, and user value) and their 18 sub-elements were used in this study to evaluate UX elements include usability, affect, and user value, which were developed by a literature survey and in-depth interviews [13]. Even if UX encompasses a wide range of aspects from everyday life, it can be defined to occur only if a user interacts with a product or service [8]. H3: UIUX positively influences customer satisfaction

In term of innovativeness, innovativeness is one of the few concepts that is so important to the consumer behavior. The consumer’s tendency to adopt new products, ideas, goods or services, plays an important role of the theories concerning brand loyalty, decision making, preferences and communication. From the personal point of view, each consumer is, generally speaking, an innovator, each of us adopting some goods or ideas regarded as new by us through our lives [13].

Consumer innovativeness is a construct that deals with how receptive consumers are to new products. It is a predisposition or propensity to buy or adopt new products or a preference for new and different experience. Consumer innovativeness as a consumer’s disposition of trying a new or different products or services, instead of sticking with the previous products or services they had[8]. Customers often adopt cutting-edge services earlier than others. Therefore, customer innovativeness is a determinant for a customer to make a decision and also to try new product or service[9]. Innovative customers are more likely to adapt and be satisfied with new product or service with innovative shopping methods, such as online and mobile shopping[10]. H4: Consumer innovative positively influences customer satisfaction

## 2. Methodology

This study observed how does online shopping attitude ( $X_1$ ), perceived convenience ( $X_2$ ), user interface and user experience ( $X_3$ ), consumer innovativeness ( $X_4$ ) have an influence toward customer satisfaction ( $Y$ ) of online transportation in Indonesia. Therefore, Multiple Regression test is used for this research. However, several tests should be done first before testing multiple regression, those tests are validity test, reliability test, classical assumption test, which is including normality test, multicollinearity test, and heteroscedasticity test, and pearson correlation test. The methodology used in this study is quantitative analysis method. The method of analysis used in this study is SPSS to test the hypothesis that are related between variables. This research using non probability sampling and questionnaire conducted by online to 500 respondent across Indonesia and 332 questionnaire are returned and can be processed. Table I presents the descriptive statistics analysis of sample size.

**Table 1.** Descriptive Statistics

Items	Description	Frequency	Percent
Gender	Male	149	55%
	Female	183	45%

	<18	13	4%
	18-25	212	64%
Age Group	25-35	53	16%
	35-45	23	7%
	45-55	27	8%
	>55	4	1%
Work	Private Employee	136	41%
	Government Employee	23	7%
	College Student	30	9%
	Student	30	9%
	Teacher	4	1%
	Entrepreneur	46	14%
	Others	63	19%
Education Level	Master degree	10	3%
	Undergraduate	153	46%
	Diploma	23	7%
	Senior High School	146	44%
Income/ month	< 1 million Rupiah		
	1-3 million Rupiah	66	20%
	3-6 Million Rupiah	100	30%
	6-9 million Rupiah	100	30%
	9-12 million Rupiah	29	9%
	>12 million Rupiah	23	7%
Transportation Expense/ Month	< 500,000 Rupiah	169	51%
	500,000-1mill	110	33%
	1-2 mill	33	10%
	>2 mill	20	6%

Transportation before	Private	209	63%
	Taxy	23	7%
	City Bus	13	4%
	Transjakarta	20	6%
	Angkot	33	10%
	Ojek	20	6%
	Others	14	4%

### 3. Result and Discussion

The analysis for validity test is using Pearson Product Moment Correlation technique and all the variable is valid. Reliability test is using *Cronbach's Alpha* technique. Reliable instrument if it has Cronbach's Alpha value > 0.6 the result showed that all instrument in questionnaire is reliable. Multiple regression test is used to help determining the influence of online shopping attitude (X1), perceived convenience (X2), user interface and user experience (X3), consumer innovativeness (X4,) toward customer satisfaction (Y) of online transportation in Indonesia.

Based on the results of SPSS test, the regression results presented in table 4.1 above. The form of multiple linear regression equation, which can be seen from the Beta of the Unstandardized Coefficients, as follows:

**Table 2.** Multiple Regression Results

Model	Unstand. Coeff		Std. Coeff		t	Sig.	Correlations		
	B	Std. Err	Beta				Zero-order	Partial	Part
1 (Const)	.075	.388			.195	.846			
(X1)	-.004	.035	-.004		-.122	.903	.361	-.007	-.003
(X2)	.211	.026	.389		8.223	.000	.827	.418	.218
(X3)	.117	.026	.209		4.498	.000	.762	.244	.119
(X4)	.430	.062	.301		6.885	.000	.794	.360	.183

a. Dependent Variable: Customer Satisfaction (Y)

Source : SPSS Output, 2017

$$Y = 0.075 - 0.004X_1 + 0.211X_2 + 0.117X_3 + 0.430X_4$$

It can be seen that variable that partially has the biggest influence on customer satisfaction is consumer innovativeness, with the power of influence of 43%. Followed by perceived convenience which is partially has a positive and significant influence on customer satisfaction with a power of influence of 21,1%. User interface and user experience variable is also partially has a positive and significant influence on customer satisfaction, with the power of influence of 11,7%. Online shopping attitude is partially has a negative and insignificant influence on customer satisfaction, with the power of the influence is only -0,4%,

**Table 3.** ANOVA Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1058.433	4	211.687	220.185	.000 <sup>b</sup>
Residual	306.687	318	.961		
Total	1365.120	332			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Online shopping attitude, Consumer innovativeness, User Experience and User Interface, Perceived convenience

Source: SPSS Output

From results of the test, it can be concluded that there is significant influence from Online Shopping Attitude, Perceived Convenience, User Experience and User Interface, and Consumer Innovativeness toward Customer Satisfaction.

**Table 4.** Regression Summary Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.881 <sup>a</sup>	.775	.772	.981

a. Predictors: (Constant), Marketing , Online shopping attitude, Consumer innovativeness, User Experience and User Interface, Perceived convenience

Source: SPSS Output

Based on Table 4, The result shows that 77.2% changes in customer satisfaction is influenced by Online Shopping Attitude, Perceived Convenience, User Experience and User Interface, and Consumer Innovativeness, while the rest of it, which is 22.8% is influenced by other factors that are not been observed in this study.

#### 4. Conclusion

It is important for online transport in Indonesia to focus on Perceived convenience to gain more customer satisfaction because from the results it can be seen that Perceived Convenience has the biggest influence on customer satisfaction. With perceived convenience, user would experience quick access because of time saving in transactions and also more convenience than traditional transactions. User also experience cost saving because they do not have to buy everything by themselves. Therefore online transport company can keep on maintaining the current services that they have and others convenience services that they provide, and also online transport company needs to make sure that all these services are operating well, so then the customers can keep feel satisfied by the convenience feeling and experience they have with online transport company. From the results, online transport company should also be focusing on customer innovativeness, since it is the second factor that influencing customer satisfaction of online transport company the most. It shows that user love to experience new things such as new products, new ideas, and new goods and services. Therefore, we suggest that online transport company to keep being innovative in their application, which can be done by adding new kind of services to the application, or new promotion in, or any other innovative way so the user (customers) will get different experience and keep the customers satisfied. User will get different experience with new innovative. Online Transportation Company should also focus on UIUX. In User Interface, customers can be



satisfied if user can maintain to control the application and understand the application. And for UX, user would gain good experience based on usability such as simplicity and efficiency. Therefore, in User Interface and User Experience, we suggest online transportation company to keep maintaining or even improving their features or layout in application., such as making the graphics used in their mobile application to be designed more appealing. They also need to make sure that the application is efficient and provide flexible interactions, so the user can fully understand about the whole content or features in the application and they can easily use the application.

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