International Journal of Business, Management & Economics Research
e-ISSN: 2746-1351
Vol. 6, No. 2, May 2025

The Effect of Service Quality and Emotional Factors on Users' Satisfaction: The Case PT. Gojek Indonesia in Palembang City

Cyntya Marisa, Sri Rahayu, Maftuhah Nurrahmi

Universitas Muhammadiyah Palembang
Email: cintyamarisa@yahoo.co.id

ayu_mir67@yahoo.com,

Article Information:

Received: May 22, 2025, Accepted: May 30, 2025, Published: May 31, 2025

Abstract

This study aims to determine 1) the effect of Service Quality (reliability, responsiveness, assurance, empathy, physical evidence) and Emotional Factors on User Satisfaction with the Gojek application at PT. Gojek Indonesia in Palembang City; 2) the effect of Service Quality (reliability, responsiveness, assurance, empathy, physical evidence) on User Satisfaction with the Gojek application at PT. Gojek Indonesia in Palembang City; 3) the effect of Emotional Factors on User Satisfaction of the Gojek application at PT. Gojek Indonesia in Palembang City. This is a causal (verificative) study. The variables used in this study are service quality, emotional factors, and satisfaction. The sample consists of 349 Gojek application users in Palembang City aged 17 years and above, selected through purposive sampling. The primary data used in this study was collected through questionnaires. The data analysis techniques used are Principal Component Analysis (PCA) and Multiple Linear Regression with SPSS software. The results of this study indicate that (1) service quality (reliability, responsiveness, assurance, empathy, physical evidence) and emotional factors have a positive and significant effect on satisfaction; (2) service quality (reliability, responsiveness, assurance, empathy, physical evidence) has a positive and significant effect on satisfaction; (3) emotional factors have a positive and significant effect on satisfaction. The coefficient of determination value indicates that service quality and emotional factors can explain 71.2% of satisfaction, while other variables explain the remaining 28.8%.

Keywords: Service Quality, Emotional Factors, Users' Satisfaction

1. Introduction

Meeting needs and desires, as well as understanding market demand, are closely related to marketing activities. Meeting consumer needs is the primary goal of marketing, continuously through new product development. Ultimately, this continuity results in profitable business opportunities (Hery, 2019). Marketing is an activity, series of institutions, and processes that aim to create, deliver, distribute, and exchange offerings that have value for consumers, customers, partners, and society as a whole (Kotler and Keller, 2016). The main goal of marketing activities is to meet consumer needs and desires for a product. When consumers are

Published by:

satisfied, they tend to make repeat purchases and can even become loyal customers who buy products more often than expected. Therefore, marketing plays a vital role in ensuring overall consumer satisfaction. One of the marketing studies is satisfaction. Satisfaction is an assessment made after a purchase where the selected product or service at least meets or exceeds customer expectations (Engel in Tjiptono, 2016). Satisfaction occurs when the results received by customers are in line with or even exceed their expectations, while dissatisfaction occurs when the results do not match expectations. In general, satisfaction is an emotional reaction in the form of a feeling of pleasure or disappointment that arises after customers evaluate the performance of a product or service based on their expectations. If the performance is comparable to expectations, then the customer will feel satisfied. Conversely, if performance exceeds expectations, the level of satisfaction felt will be higher. Usually, this feeling of satisfaction is experienced after customers try or consume the product or service. The factors that influence customer satisfaction are very diverse and interrelated, as explained by Irawan (2018). Product quality, price, service quality, emotional factors, and ease or cost of obtaining products or services are some of the key factors that influence satisfaction. According to Rusydi (2017), service quality is a crucial factor that influences a company's success in creating value for its consumers. In essence, service quality is not solely determined by the service provider's point of view but rather is more defined by the perception and experience felt directly by the customer. Because customers are the ones who experience the service in real terms, their assessment is the leading benchmark in determining the extent of the quality of the service provided. In addition to the aspect of service quality, the emotional factor of consumers is also an essential element that can influence their level of satisfaction (Indasari, 2019). This emotional factor refers to the typical characteristics of an individual's feelings, thoughts, and psychological conditions that influence their behavior in responding to a situation (Kusuma and Suwitho, 2015). This emotional factor consists of four leading indicators. The first is a sense of pleasure, which is a feeling of satisfaction and relief that is not accompanied by disappointment. Second is a sense of pride, which is the happiness that arises from success in acting. Third is self-confidence, which is a combination of self-confidence and personal abilities that are possessed.

Fourth is comfort, namely a condition in which all of an individual's basic needs have been met, creating a feeling of security, peace, and freedom from worry (Kusuma and Suwitho, 2018). This study found differences in results compared to previous studies. For example, research by Marlina and Wufron (2021) showed that service quality had a significant effect on satisfaction, while a survey conducted by Budiarno, et al. (2022) found that the impact of service quality on satisfaction was negative and insignificant. On the other hand, emotional factors also provide mixed findings. Ronasih and Widhiastuti (2021) noted that this factor had a positive and significant effect on satisfaction.

The rapid development of global communication technology has opened up wider and more efficient opportunities for marketers. In today's digital era, the use of the internet as the primary means to reach consumers globally is a must for every company. The use of digital media has a positive impact on various areas of life, one of which is in the economic sector, especially in transportation service marketing activities. The advancement of technology has a significant influence on the way companies market transportation services, which is marked by the emergence of various online transportation platforms. The increasing variety of transportation services makes consumers more selective in making choices because they act as the primary decision-makers. Therefore, companies are required to continue to make various efforts to attract consumers who are willing to use the services offered. Currently, public transportation

Published by:

services are one of the promising business opportunities, especially with the emergence of online-based transportation. The presence of online transit has proven to be able to provide satisfaction for the mobility needs of the community because it offers easy access, affordable prices, comfort, and a sense of security in its use. The many choices of online transportation services also trigger competition between service providers, thus encouraging them to continue to improve the quality of service in order to achieve and maintain customer satisfaction. PT. Gojek Indonesia is one of the leading companies in the online transportation sector. As an integrated service platform, Gojek offers a variety of services, from transportation to food delivery, courier services, and payment systems, all of which can be easily accessed through mobile applications. This is proven by Gojek's becoming the number one application with the most users.

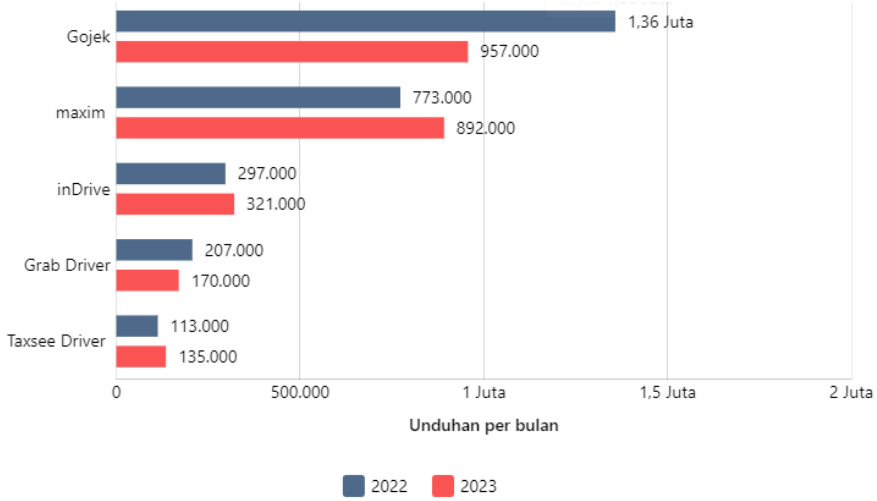


Figure 1. Online Transportation Application User Graph Survey databoks.com

Based on the survey conducted by databoks.com above, Gojek won first place as the most downloaded application in 2022-2023, with a total of 1.36 million downloads in 2022 and 957,000 downloads in 2023. The large number of Gojek users does not necessarily guarantee that the company does not face obstacles in satisfying its customers. In fact, Gojek Indonesia faces a number of challenges in increasing user satisfaction, as revealed in a survey conducted by the Indonesian Consumers Foundation (YLKI) of 4,668 online transportation service users, both two-wheeled and four-wheeled, with the majority of respondents being Gojek users. The survey showed that more than 41% of online transportation service users have been disappointed with the service they received. Several factors that influence the level of consumer satisfaction include service quality (Indonesian Consumers Foundation, 2017). Gojek has become an essential part of people's daily lives in various cities in Indonesia; one of the cities with the highest number of Gojek users, according to Antara News for the 2022 period, is Palembang City, which is one of the largest metropolitan cities in South Sumatra. As one of the big cities with quite dense activities in Indonesia, Palembang City has a high need for transportation in its daily life, especially in terms of public transportation for the community. Various modes of public transportation are available in this city, such as city transportation, city buses, Rapid Transit Bus (Transmusi), taxis, and becak In the midst of high mobility and traffic density, the presence of Gojek has become one of the transportation solutions that is very popular with the people of Palembang because it is able to offer convenience, speed, and efficiency in traveling. Researchers also conducted a pre-research survey of 30 Gojek users in Palembang City regarding the satisfaction given by Gojek to its users. Based on the results of

Published by:
Training & Research Institute JERAMBA ILMU SUKSES

the pre-research survey, a phenomenon related to satisfaction was found in the expectation conformity indicator. The Gojek application has not been able to provide services that meet its users' expectations. Additionally, many Gojek users believe that the products they purchase through this platform fail to meet their expectations. According to the results of the pre-research survey on the revisit interest indicator, it was found that many users would not continue using the Gojek application. Then, Gojek application users will not buy the same product repeatedly on the Gojek application. On the willingness to recommend indicator, it was found that many users would not recommend their friends use the Gojek application. It was also found that Gojek application users did not recommend that their families use the Gojek application.

In an effort to provide quality service, consumers face several problems. Based on the results of the Gojek Indonesia survey (2018), it was found that orders often take a long time to respond, making it difficult for users to find drivers. In addition, there are also complaints about drivers who do not match the photos in the application, fail to follow existing procedures, do not wear required attributes such as jackets, place food orders that do not match requests, and drivers who are unfamiliar with the route and are reluctant to ask for directions. In addition, several other problems experienced by Gojek in maintaining the quality of service that can indicate consumer dissatisfaction with the application include those reported by Liputan6 on February 7, 2024, where residents complained about the Gojek application error, making it difficult for users to pay via the Go-pay electronic wallet feature. The researcher also conducted a pre-research survey of 30 Gojek users in Palembang City regarding the quality of service provided by Gojek to its users. Based on the results of the pre-research survey, a phenomenon was found regarding the quality of service in several sub-variables. In the sub-variable of the reliability of the accurate service indicator, it was found that many users felt that Gojek employees were unable to provide services that were appropriate according to their needs and that not all services provided by Gojek were in accordance with applicable regulations. In the indicator of providing information on time, it was found that many users felt that Gojek employees did not offer their services according to the agreed time, and many Gojek application users stated that the Gojek application did not clearly inform the estimated time for transactions to reach their destination. The results of the pre-research survey on the responsiveness sub-variable in the indicator of responding to consumer requests showed that Gojek employees were unwilling to provide solutions to problems and Gojek employees were unable to fulfill their users' requests. Then, the results of the pre-research survey on the indicator of delivering services quickly showed that Gojek employees did not respond promptly to user requests and Gojek employees did not handle user complaints rapidly. The pre-research survey on the sub-variable of assurance in the indicator of growing trust found that many users felt that Gojek employees could not develop the trust of their users and that Gojek employees did not maintain the confidentiality of their users' personal information. Furthermore, in the indicator of providing a sense of security, many users felt that Gojek employees did not give a sense of security to their users and that Gojek employees were not polite to their users. The results of the pre-research survey on the sub-variable of empathy in the indicator of understanding problems found that many Gojek users felt that Gojek employees did not understand the difficulties experienced by their users and that Gojek employees did not act in the interests of their users. Then, in the indicator of giving special attention, many users felt that Gojek employees did not provide special services according to their users' wishes and were impatient in serving their users. The pre-research survey on the sub-variable of physical evidence in the indicator of complete facilities, equipment, or supplies found that many Gojek users felt that the equipment provided by Gojek employees (helmets, vehicles, packages delivered, etc.) was not in complete condition and the Gojek application did not provide the facilities I needed. Furthermore, in the

Published by:
Training & Research Institute JERAMBA ILMU SUKSES

clean and tidy equipment or appearance indicator, many users felt that the equipment supplied by Gojek (helmets, vehicle conditions, etc.) was not clean, and Gojek employees did not appear neat.

As reported by Kompas.com on November 22, 2023, in Palembang City, a woman was found being beaten by a Gojek driver. This could happen because the woman complained that the driver often stopped suddenly. After an argument and because she was threatened to go viral, the driver was annoyed and finally hit the woman with a helmet. Of course, this incident did not meet consumer expectations and reduced consumer interest in using the Gojek application again. Researchers also conducted a pre-research survey on emotional factors for 30 Gojek users in Palembang City. Based on the results of the pre-research survey on the pleasure indicator, many Gojek users felt that they did not have a pleasant experience using the Gojek application and were disappointed. On the pride indicator, many Gojek users felt that Gojek did not give pride to every customer and did not feel proud after using Gojek. The results of the pre-research survey on the self-confidence indicator showed that Gojek users did not feel confident when using the Gojek application, and the Gojek application did not make its users confident in using it. Then, in the comfort indicator, it was found that many Gojek users did not feel comfortable when using the Gojek application service, and the Gojek application could not meet all the needs of its users.

2. Literature Review

The Influence of Service Quality (Reliability, Responsiveness, Assurance, Empathy, Physical Evidence) and Emotional Factors on Satisfaction. According to Irawan (2018), several factors influence customer satisfaction, including service quality and emotional aspects. Meanwhile, Kotler and Keller (2016) explain that satisfaction is a feeling of pleasure or disappointment that someone feels after comparing expectations of product performance with the actual results received. Service quality itself is defined as the ability of service providers to serve users of goods or services (Mutiawati et al., 2019). According to Irawan (2018), emotional factors include feelings of pride, self-confidence, symbols of success, and being part of an essential group of people, all of which are forms of emotional value that contribute to customer satisfaction. This is in line with research conducted by Nasution & Nasution (2021) and Ritonga, Nurmasaari, and Rahmah (2020), which found that service quality and emotional factors together influence satisfaction. Then, based on research conducted by Salsabila and Juwita (2023), it was revealed that service quality and emotional factors partially affect satisfaction. Facts found in the field showed that in the satisfaction variable, the indicator of conformity to expectations, the Gojek application has not been able to provide services that meet its users' expectations. Thus, many Gojek users feel that the products purchased through Gojek do not match their expectations. From the results of the pre-research survey on the indicator of interest in revisiting, it was found that many users would not continue to use the Gojek application. Then, Gojek application users will not buy the same product repeatedly on the Gojek application. In the willingness to recommend indicator, it was found that many users would not advise their friends to use the Gojek application. It was also found that Gojek application users did not advise their families to use the Gojek application. Facts in the field on the service quality variable, sub-variable, reliability of service indicators, and reliability of accurate service indicators, it was found that many users felt that Gojek employees could not provide exemplary service according to their needs and not all services provided by Gojek were in accordance with applicable regulations. On the indicator providing information according to time, many users felt that Gojek employees did not offer their services according to the agreed time, and many Gojek application users stated that the Gojek application did not clearly provide

Published by:
Training & Research Institute JERAMBA ILMU SUKSES

the estimated transaction time to reach the destination. The results of the pre-research survey on the sub-variable responsiveness of the indicator responding to consumer requests showed that Gojek employees were unwilling to provide solutions to problems and were unable to fulfill their users' requests. Then, the results of the pre-research survey on the indicator providing services quickly showed that Gojek employees did not respond promptly to their users' requests and did not handle their users' complaints quickly. The pre-research survey on the guarantee sub-variable on the indicator fostering trust found that many users felt that Gojek employees could not promote their users' trust and that Gojek employees did not maintain the confidentiality of their users' personal information. Furthermore, on the indicator of providing a sense of security, many users felt that Gojek employees did not give a sense of security to their users and Gojek employees were not polite to their users. The results of the pre-research survey on the empathy sub-variable on the understanding problem indicator found that many Gojek users felt that Gojek employees did not understand their problems and did not act in their users' interests. Then, on the indicator of giving special attention, many users felt that Gojek employees did not provide special services according to their users' wishes and that Gojek employees were impatient in serving their users. A pre-research survey on the physical evidence sub-variable on the complete facilities, equipment, or equipment indicator found that many Gojek users felt that the equipment provided by Gojek employees (helmets, vehicles, delivered packages, etc.) was not in complete condition and the Gojek application did not provide the facilities I needed. Furthermore, on the clean and tidy equipment or appearance indicator, many users felt that the equipment supplied by Gojek (helmets, vehicle conditions, etc.) was not clean, and Gojek employees did not appear neat. Facts found in the field on the emotional factor variable on the pleasure indicator found that many Gojek users felt that they did not have a pleasant experience when using the Gojek application and were disappointed. On the pride indicator, many Gojek users felt that Gojek did not give pride to every customer and did not feel proud after using Gojek. The results of the pre-research survey on the self-confidence indicator showed that Gojek users did not feel confident when using the Gojek application, and the Gojek application did not make its users confident in using it. Then, in the comfort indicator, it was found that many Gojek users did not feel comfortable when using the Gojek application service, and the Gojek application could not meet all the needs of its users.

The Influence of Service Quality (Reliability, Responsiveness, Assurance, Empathy, Physical Evidence) on Satisfaction. This is in line with research by Mastarida (2023). However, research conducted by Meidita, Suprapto, and Rokhmawati (2018) found that service quality had no effect on satisfaction. Facts in the field on the service quality variable sub-variable reliability of service indicators reliability of accurate service indicators found that many users feel that Gojek employees cannot provide exemplary service according to their needs and that not all services provided by Gojek are in accordance with applicable regulations. On the indicator of providing information according to time, many users feel that Gojek employees do not offer their services according to the agreed time, and many Gojek application users state that the Gojek application does not clearly provide the estimated transaction time to reach the destination. The results of the pre-research survey on the responsiveness sub-variable on the indicator of responding to consumer requests show that Gojek employees are not willing to provide solutions to problems, and Gojek employees are unable to fulfill their users' requests. Then, the results of the pre-research survey on the indicator of delivering services quickly show that Gojek employees do not respond rapidly to user requests, and Gojek employees do not quickly handle user complaints. The pre-research survey on the sub-variable guarantee indicator of fostering trust found that many users feel that Gojek employees cannot promote the trust of their users and that Gojek employees do not maintain the confidentiality of their

Published by:
Training & Research Institute JERAMBA ILMU SUKSES

users' personal information. Furthermore, in the indicator of providing a sense of security, many users feel that Gojek employees do not give a sense of security to their users and that Gojek employees are not polite to their users. The results of the pre-research survey on the empathy sub-variable in the understanding problem indicator found that many Gojek users felt that Gojek employees did not understand their problems and did not act in their users' interests. In the indicator of providing special attention, many users felt that Gojek employees did not offer special services according to their users' wishes. Gojek employees were impatient in serving their users. The pre-research survey on the physical evidence sub-variable in the complete facilities, equipment, or equipment indicator found that many Gojek users felt that the equipment provided by Gojek employees (helmets, vehicles, packages delivered, etc.) was not in complete condition and the Gojek application did not provide the facilities I needed. Furthermore, in the indicator of clean and tidy equipment or appearance, many users felt that the equipment supplied by Gojek (helmets, vehicle conditions, etc.) was not clean, and Gojek employees did not appear neat.

The Influence of Emotional Factors on Satisfaction. Indrasari (2019) stated that emotional factors are one of the elements that can influence consumer satisfaction. In line with this opinion, Tjiptono (2020) explained that customer satisfaction is a feeling of pleasure or disappointment felt by someone after comparing their perception of the performance or results of a product with their previous expectations. Research conducted by Prihatin, Mursito, and Wijayanti (2018) supports this by finding that emotional factors have a positive and significant influence on customer satisfaction. This finding shows that the higher the emotional factor felt, the higher the level of customer satisfaction. Thus, emotional factors have been shown to have a positive and significant influence on consumer satisfaction. These results are in line with previous research by Prihatin et al. (2018), which found that emotional factors influence consumer satisfaction. This is in contrast to research conducted by Hudalloh and Rochdianingrum (2021), which stated that emotional factors do not influence satisfaction. What was found in the field of the emotional factor on the indicator of pleasure was that many Gojek users felt that Gojek users did not have a pleasant experience when using the Gojek application, and Gojek users were disappointed when using the Gojek application. On the indicator of pride, it was found that many Gojek users felt that Gojek did not give pride to every customer and did not feel proud after using Gojek. The results of the pre-research survey on the indicator of self-confidence showed that Gojek users did not feel confident when using the Gojek application, and the Gojek application did not satisfy its users. Then, on the indicator of comfort, it was found that many Gojek users did not feel comfortable when using the Gojek application service, and the Gojek application could not meet all the needs of its users.

3. Research Method

This study was conducted on users of the PT. Gojek Indonesia Application in Palembang City. Based on the selection of the object, the researcher aimed to investigate the impact of service quality and emotional factors on user satisfaction with the PT. Gojek Indonesia Application in Palembang City. This mini-research falls under the descriptive research category. This study is also a verification (causal) study. The dependent variable in this study is satisfaction with indicators of conformity to expectations, interest in revisiting, and willingness to recommend. The independent variables are service quality and emotional factors. The service quality variable is divided into five sub-variables, namely reliability, responsiveness, assurance, empathy, and physical evidence. The indicators of reliability are accurate service and providing information on time. The indicators of responsiveness are responding to consumer requests and providing services quickly. The indicators of assurance are fostering trust and creating a sense

Published by:
Training & Research Institute JERAMBA ILMU SUKSES

of security. The indicators of empathy are understanding problems and giving special attention. The indicators of physical evidence are complete facilities, equipment or supplies, and clean and neat equipment or appearance. The indicators of emotional factors are feelings of pleasure, pride, self-confidence, and comfort. In this study, the population used is users of the PT—Gojek Indonesia application in Palembang City, with an unknown number (infinite). The purposive sampling technique was used in this study. The characteristics of the sample in this study are individuals who are users of the Gojek application, domiciled in Palembang City and are at least 17 years old. To determine the size of the research sample whose population is unknown or infinite according to Isaac and Michael's theory, the number of sample members for a 5% error rate is 349 people (Sugiyono, 2017). So, to determine the sample in this study with an unknown population with an error rate of 5%, 349 Gojek application users in Palembang City who are at least 17 years old were obtained. In this study, the data collection method was to distribute questionnaires electronically via Google Forms. The analysis model used in this study is a quantitative data analysis model using the Principal Component Analysis (PCA) method and multiple regression analysis.

4. Findings and Discussions

The results of the normality test show that Asymp. Sig. (2-tailed) value > 0.05, so it can be concluded that the regression model meets the normality assumption.

Table 1. One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			349
Normal Parameters[a,b]		Mean	0
		Std. Deviation	4.33997085
Most Differences	Extreme	Absolute	0.067
		Positive	0.067
		Negative	-0.05
Test Statistic			1.25
Asymp. Sig. (2-tailed)			0.088

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Table 2. KMO and Barlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.93
Approx. Chi-Square	406.073
df	10
Sig.	0

Based on the table above, it is known that the KMO and Bartlett's Test values are 0.930. The value is > 0.9 with a very satisfactory category and a significance value of 0.000 < 0.05, so the existing variables and samples can be further analyzed by factor analysis.

Table 3. Total Variance Explained

Component	*Initial Eigenvalues*			*Extraction Sums of Squared Loadings*		
	Total	*% of Variance*	*Cumulative %*	*Total*	*% of Variance*	*Cumulative %*
1	4.849	96.988	96.988	4.849	96.988	96.988

Published by:
Training & Research Institute JERAMBA ILMU SUKSES

2	0.045	0.905	97.893
3	0.042	0.846	98.739
4	0.033	0.661	99.4
5	0.03	0.6	100

Extraction Method: Principal Component Analysis.

The table above explains the value of each subvariable analyzed. Initial Eigenvalues show the factors formed, while Extraction Sums of Squared Loadings show the factors that can be formed. Initial Eigenvalues show the relative importance of each factor in calculating the variance of the five sub-variables analyzed. Initial Eigenvalues are always sorted from largest to smallest, with the criterion that Initial Eigenvalues below 1 are not used in calculating the number of factors formed, because they cannot be factors. The test results above show that there is one variation of factors that can be formed because they have an eigenvalue greater than 1. Factor 1 has an eigenvalue of 4.894, corresponding to a cumulative value of 96.988%. This indicates that Factor 1 can absorb 96.988% of the information in the data.

Table 4. Component Matrix

Subvariabel	Component 1
Reliability	0.985
Responsiveness	0.984
Assurance	0.986
Emphaty	0.985
Physical Evidence	0.985

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

Based on the table above, it is known that the factor formed is 1 factor. Then, the component matrix table after rotation shows the distribution of 5 sub-variables to 1 factor formed, which is called factor 1. Factor 1 consists of subvariables with component values above 0.5, namely reliability (0.985), responsiveness (0.984), assurance (0.986), empathy (0.985), and physical evidence (0.985). The factor equation is obtained:

F1 = 0.985Z1 + 0.984Z2 + 0.986Z3 + 0.985Z4 + 0.985Z5

The equation above is obtained based on the score of each variable from the eigenvector that has a positive correlation.

Table 5. Regression Result

Model		Unstandardized Coefficients		
		B	Std. Error	Beta
1	(Constant)	13.836	1	
	Service Quality	4.787	0.284	0.697
	Emotional Factors	0.168	0.036	0.191

a. Dependent Variable: Users' Satisfaction

Based on the table of multiple linear regression test results, the following multiple linear regression equation: Y = 13.836 + 4.787 X1 + 0.168 X2. The constant value of 13.836 indicates that if the quality of service (service quality: reliability, responsiveness, assurance, empathy,

Published by:
Training & Research Institute JERAMBA ILMU SUKSES

physical evidence) and emotional factors are equal to zero, then satisfaction remains at 13.836. The value of the service quality regression coefficient (reliability, responsiveness, assurance, empathy, physical evidence) is 4.787 (positive), indicating that the quality of service (reliability, responsiveness, assurance, empathy, physical evidence) has a positive effect on user satisfaction of the PT. Gojek Indonesia application. This figure shows that if the quality of service (reliability, responsiveness, assurance, empathy, physical evidence) increases, then satisfaction will increase, and vice versa. The value of the emotional factor regression coefficient is 0.168 (positive), indicating that emotional factors have a positive effect on user satisfaction of the PT. Gojek Indonesia application. This figure shows that if emotional factors increase, satisfaction will increase, and vice versa.

Table 6. F-Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11718.199	2	5859.099	432.146	.000[a]
	Residual	4691.119	346	13.558		
	Total	16409.318	348			

a. Predictors: (Constant), Service Quality, Emotional Factors
b. Dependent Variable:Users' Satisfaction

Determining F-table with a confidence level of 95% and an error rate (α) of 5% = 0.05, with degrees of freedom (df) = 2 and k = 349 – 2 = 347, so the F-table = 3.00. Based on the F Test ANOVA), it can be seen that F-value 432.146> F-table 3.00 with a Sig F level of 0.00 <0.05, then Ho is rejected, meaning that there is a significant influence of Service Quality (Reliability, Responsiveness, Assurance, Empathy, and Physical Evidence) and Emotional Factors on User Satisfaction of the Application at PT. Gojek Indonesia in Palembang City.

Table 7. t-test

Model	t	Sig.
(Constant)	13.838	0.0000
Service Quality	16.863	0.0000
Emotional Factors	4.624	0.0000

a. Dependent Variable: Users' Satisfaction

Determine the t-table with a confidence level of 95% and an error rate (α) of 5% = 0.05. Then t-table = 0.05/2; 349-3 is 0.025; 346 so the t-table is 1.960. Based on the t-test (partial), it can be seen as follows: a) The t-value for Service Quality (Reliability, Responsiveness, Assurance, Empathy, and Physical Evidence) is 16.863> t-table 1.960 with a Sig. t level of 0.00 <0.05 (significant), then H02 is rejected, meaning that there is an influence of Service Quality (Reliability, Responsiveness, Assurance, Empathy, and Physical Evidence) on the User Satisfaction Application at PT. Gojek Indonesia in Palembang City. b) The t-value for the Emotional Factor is 4.624> t-table 1.960 with a Sig. t 0.00 < 0.05 (significant), then H03 is rejected, meaning that there is an influence of Emotional Factors on User Satisfaction of the Application at PT. Gojek Indonesia in Palembang City.

The Influence of Service Quality (reliability, responsiveness, assurance, empathy, physical evidence) and Emotional Factors on Application User Satisfaction at PT. Gojek Indonesia in

Published by:
Training & Research Institute JERAMBA ILMU SUKSES

Palembang City. Based on the results of the multiple linear regression analysis obtained, the coefficient values of the service quality and emotional factors variables show a positive influence. This means that if the service quality and emotional factors increase, satisfaction will also increase. Conversely, if the service quality and emotional factors decrease, satisfaction will decrease. The results of the simultaneous hypothesis test show that service quality and emotional factors significantly influence application user satisfaction at PT. Gojek Indonesia in Palembang City. These results explain that increasing service quality and managing emotional factors effectively can increase customer satisfaction. Companies that are able to manage these two aspects effectively tend to have more satisfied and loyal customers (Rantracker, 2024). The significant value of Adjusted R Square in the regression model shows the vital contribution of service quality and emotional factors to application user satisfaction at PT. Gojek Indonesia in Palembang City. This study shows that service quality and emotional factors affect application user satisfaction at PT. Gojek Indonesia in Palembang City is 71.2%. In comparison, the remaining 28.8% is influenced by other variables not examined in this study, such as product quality, price, and cost or ease of obtaining products or services. This is in accordance with the theory put forward by Sulistiyowati (2021) that service quality can affect satisfaction. In addition, according to Tjiptono (2016), one factor that affects satisfaction is the emotional factor. The results of this study are in line with previous studies by Hapsari, Clemes, and Dean (2017), Ladhari (2020), which show that service quality and emotional factors have a significant influence on satisfaction. In contrast to research conducted by Widodo and Ardiyansyah (2022), Tama and Untoro (2017), and research by Mubarak (2023), which showed that service quality and emotional factors did not significantly affect satisfaction. Based on the results of the analysis, the distribution of respondents' answers showed a linear relationship between service quality variables and emotional factors on satisfaction. This means that any changes in service quality variables and emotional factors can be predicted proportionally to changes in satisfaction.

The Influence of Service Quality (Reliability, Responsiveness, Assurance, Empathy, Physical Evidence) on Application User Satisfaction at PT. Gojek Indonesia in Palembang City. The results of the partial hypothesis test show a significant influence of service quality (reliability, Responsiveness, assurance, empathy, physical evidence) on application user satisfaction at PT. Gojek Indonesia in Palembang City. These results suggest that the quality of service provided by employees can significantly impact user satisfaction, with good or bad service leading to high or low levels of satisfaction, respectively. This study confirms the hypothesis that service quality has a significant influence on application user satisfaction at PT. Gojek Indonesia in Palembang City. This aligns with the theory proposed by Kotler and Keller (2016), which suggests that several factors influence satisfaction, including service quality. The results of this study align with previous studies conducted by Rizal, Rahim, and Wardiana (2020), which demonstrate that service quality has a significant impact on customer satisfaction. This finding contrasts with the research conducted by Budiarno, Udayana, and Lukitaningsih (2022), which revealed that service quality has no significant effect on satisfaction. The reason this study differs from the research by Budiarno, Udayana, and Lukitaningsih (2022) is that it is based on several aspects, namely: a. Differences in research samples: In Budiarno et al. (2022), the research sample consisted of consumers who shopped at Indomaret Point Colombo Yogyakarta. Meanwhile, the researcher took a research sample of PT. Gojek Indonesia application users in Palembang City who were over 17 years old. b. Differences in the number of research samples. Budiarno et al. (2022) conducted research with 100 respondents, while this study took a sample of 349 respondents

Published by:
Training & Research Institute JERAMBA ILMU SUKSES

The Influence of Emotional Factors on Application User Satisfaction at PT. Gojek Indonesia in Palembang City. The results of the partial hypothesis test show a significant influence of emotional factors on application user satisfaction at PT. Gojek Indonesia in Palembang City. These results suggest that the positive or negative emotional factors experienced by users can influence the level of user satisfaction achieved. This study proves the hypothesis that emotional factors have a significant influence on application user satisfaction at PT. Gojek Indonesia in Palembang City. This is in accordance with the theory proposed by Tendatio, A. et al. (2023), which suggests that emotional factors can influence satisfaction. The results of this study are in line with previous studies conducted by Safira, & Irawati (2020) and Prihatin, et al. (2018), which showed that emotional factors have a significant influence on satisfaction. This finding contrasts with the research conducted by Rohani and Pamungkas (2023), which showed that emotional factors do not have a substantial effect on satisfaction. The reason this study is different from Rohani & Pamungkas' research (2023) is because it is based on several aspects, namely: a. Differences in research samples. In Rohani & Pamungkas's research (2023), the research sample was consumers who used the services of two Carfix workshops in Solo. Meanwhile, the researcher took a research sample of PT Gojek Indonesia application users in Palembang City who were over 17 years old. b. Differences in the number of research samples. In the research conducted by Sattar, Mihani, and Wahyuni (2021), the number of samples was 101 respondents, while in this study, the researchers took a sample of 349 respondents. Based on the results of the respondents' answers, problems were found, especially in the statements denied by the respondents as follows: a. Indicator of happiness, as many as 141 respondents, or 40.4%, "disagree" and 80 respondents, or 22.9%, "strongly disagree" with the statement "Gojek users have a pleasant experience when using the Gojek application," and as many as 101 respondents or 29% "disagree" and 92 respondents or 26.4% "strongly disagree" to the statement "Gojek users are never disappointed in using services on the Gojek Application." b. Indicator of Pride, as many as 97 respondents, or 27.8%, "disagree" and 87 respondents, or 25%, "strongly disagree" with the statement "Gojek users do not feel embarrassed if their colleagues find out that the user uses the Gojek application," and as many as 128 respondents or 36.7% "disagree" and 95 respondents or 27.2% "strongly disagree" to the statement "Gojek users feel proud after using the Gojek application." c. Self-Confidence Indicator: As many as 89 respondents, or 25.5%, "disagree" and 98 respondents, or 28.1%, "strongly disagree" with the statement "Gojek users feel confident when using the Gojek application." As many as 111 respondents, or 31.8%, "disagree" and 104 respondents, or 29.8%, "strongly disagree" with the statement "Gojek makes its users confident in using its application." d. Comfort Indicator: As many as 94 respondents, or 27%, "disagree" and 90 respondents, or 25.8%, "strongly disagree" with the statement "Gojek users feel comfortable when using the Gojek application service." As many as 112 respondents, or 32.1%, "disagree" and 108 respondents, or 30.9%, "strongly disagree" with the statement "Gojek application meets all the needs of its users." As a result of this problem, it has impacted satisfaction that Gojek does not provide a pleasant experience, and Gojek users have been disappointed when using Gojek. Then, Gojek users do not feel proud after using the Gojek application. Furthermore, Gojek does not make its users feel confident in using its application. Gojek users do not feel comfortable using the Gojek application, and Gojek does not meet all the needs of its users. As a practical implication, the researcher suggests that PT. Gojek Indonesia pays more attention to the desires of its users, as well as the cleanliness of its users' comfort. Thus, Gojek can improve the emotional factors that influence user satisfaction.

5. Conclusion

Published by:

It can be concluded that service quality and emotional factors affect users' satisfaction at PT Gojek Indonesia Palembang City. PT. Gojek Indonesia can pay attention to service quality and emotional factors because they have been proven to have a significant effect on PT users' satisfaction. Gojek Indonesia application. Regarding the quality of service, PT. Gojek Indonesia is advised to improve understanding of problems further, provide special attention to users, standardize equipment and appearance, and improve the quality of applications and features. Thus, PT. Gojek Indonesia is expected to enhance the quality of service, which will impact user satisfaction. Regarding emotional factors, PT. Gojek Indonesia is advised to pay more attention to the desires of its users and the cleanliness of its users' comfort. Thus, it is expected that Gojek can improve the emotional factors that affect user satisfaction.

References

Budiarno, I. Udayana, dan Lukitaningsih, A. (2022). Pengaruh Kualitas Layanan, Kualitas Produk terhadap Kepuasan Pelanggan Dalam Membentuk Loyalitas Pelanggan. *Jurnal Penelitian Pendidikan dan Ekonomi*. Vol. 19, No. 2, 226- 233. https://doi.org/10.25134/equi.v19i02.4531

Hapsari, R., Clemes, M. D., & Dean, D. (2017). The Impact of Service Quality, Customer Engagement and Selected Marketing Constructs on Airline Passenger Loyalty. International Journal of Quality and Service Sciences, 9, 21-41. https://doi.org/10.1108/IJQSS-07-2016-0048

Hery. (2019). Manajemen Kinerja. Jakarta: PT. Grasindo. https://books.google.co.id/books?id=ZlkjEAAAQBAJ&printsec=copyright&hl=id#v=onepage&q&f=false

Hudalloh, M. N., dan Rochdianingrum, W. A. (2021). Pengaruh Kualitas Pelayanan, Harga, dan Emosional terhadap Kepuasan Pelanggan Toko Jam Tangan Online Classicwatches.idn. *Jurnal Ilmu dan Riset Manajemen*, Vol. 10, No. 7. https://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/5419

Indrasari, M. (2019). Pemasaran dan Kepuasan Pelanggan. Surabaya: Unitomo Press. http://repository.unitomo.ac.id/2773/1/PEMASARAN%20DAN%20KEPUASAN%20PELANGGAN.pdf

Irawan, H. 2018. *Prinsip Kepuasan Pelanggan*. Jakarta: Elex Media Komputindo. https://openlibrary.telkomuniversity.ac.id/pustaka/37370/10-prinsip-kepuasan-elanggan.html

Kotler, P. dan Keller, K. 2016. *Marketing Management*, 15th Edition. New Jersey: Pearson Pretice Hall, I nc. https://books.google.co.id/books/about/Marketing_Management.html?hl=id&id=5-U5zgEACAAJ&redir_esc=y

Kusuma, R. W., dan Suwitho. 2018. Pengaruh Kualitas Produk, Harga, Fasilitas dan Emosional Terhadap Kepuasan Pelanggan. *Jurnal Ilmu Dan Riset Manajemen,* Vol. 4, No. 12, 1 – 17. https://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/3143

Ladhari, R. 2020. Developing e-service quality scales: A critical review of the literature. *Journal of Retailing and Consumer Services, 54*, 101973. [DOI: http://10.1016/j.jretconser.2019.101973

Marlina, S. dan Wufron, W. (2021). Kualitas Pelayanan Berpengaruh Positif terhadap Kepuasan Pelanggan Café di Kabupaten Garut. *Jurnal Wacana Ekonomi.* Vol. 20, No. 2. https://doi.org/10.52434/jwe.v20i2.1286

Published by:
Training & Research Institute JERAMBA ILMU SUKSES

Mastarida, F. (2023). Hubungan Kualitas Layanan, Pengalaman Konsumen, Kepuasan konsumen, dan Loyalitas Konsumen: Model Konseptual. ARBITRASE: Journal of Economics and Accounting Vol 3, No 3, pp. 521-526. DOI: https://10.47065/arbitrase.v3i3.702

Meidita, Y., Suprapto, S., & Rokhmawati, R. I. (2018). Pengaruh Kualitas Layanan Terhadap Kepuasan, Kepercayaan dan Loyalitas Pelanggan pada E-Commerce (Studi Kasus : Shopee). *Jurnal Pengembangan Teknologi Informasi Dan Ilmu Komputer*, *2*(11), 5682–5690. Diambil dari https://j-ptiik.ub.ac.id/index.php/j-ptiik/article/view/3399

Mubarak, I. 2023. Pengaruh Kualitas Pelayanan terhadap Loyalitas Pelanggan di Warung Kopi. *Jurnal Ekonomi dan Bisnis Islam, 12*(1), 79-90. http://repository.ar-raniry.ac.id/

Mutiawati, C., Suryani, F. M., Anggraini, R., Azmeri. (2019). *Kinerja Pelayanan Umum JalanRaya*.Yogyakarta:Deepublish.https://repository.deepublish.com/publications/590096/kinerja-pelayanan-angkutan-umum-jalan-raya.

Nasution, S. M. A., Nasution, A. E. (2021). Pengaruh Kualitas Pelayanan Faktor Emosional Biaya Dan Kemudahan Terhadap Kepuasan Konsumen Pada Pengguna Aplikasi Jasa Gojek Di Medan. *Proceding Seminar Nasional Kewirausahaan*, Vol. 2, No. 1. https://jurnal.umsu.ac.id/index.php/snk/article/view/8247

Prihatin, Mursito dan Wijayanti. 2018. Pengaruh Kualitas Produk, Kualitas Pelayanan dan Faktor Emosi terhadap Kepuasan Pelanggan di UD Toko Pelangi Surakarta. *Indonesian Economics Business and Management Research*, Vol. 1, No. 1, 100-103. file:///C:/Users/User/Downloads/112-File%20Utama%20Naskah-217-1-10-20190423.pdf

Ritonga, H., Pane, dan Rahmah. 2020. Pengaruh Kualitas Pelayanan dan Emosional Terhadap Kepuasan Pelanggan pada Honda IDK 2 Medan. J*urnal Manajemen Tools,* Vol. 12, No. 2, 30-45. https://jurnal.pancabudi.ac.id/index.php/JUMANT/article/view/1057

Rizal, S., Rahim, A. R., Wardiana, E. (2020). Evaluasi Kualitas Pelayanan dan Dampaknya Terhadap Kepuasan Nasabah di PT. Bank Rakyat Indonesia (Persero) Tbk. Unit Bengo, Cabang Watampone. Profitability Management Science Journal, Vol 4(1). https://doi.org/10.26618/profitability.v4i1.3051

Rohani, R., Pamungkas, A. S. (2023). Pengaruh Financial Literacy, Risk Perception dan Experienced Regret terhadap Investment Decision. Jurnal Manajerial Dan Kewirausahaan. Vol. 05, No. 03, pp 732 – 741. https://pdfs.semanticscholar.org/948b/e47bd096f11bf63a2d1dd5684940637f3070.pdf

Ronasih, M., dan Widhiastuti, H. 2021. Kualitas Pelayanan, Faktor Emosional dan Persepsi Harga terhadap Loyalitas Konsumen melalui Kepuasan Konsumen. *PHILANTHROPY: Journal of Psychology,* Vol. 5, No. 1, 109. https://doi.org/10.26623/philanthropy.v5i1.3303

Rusydi, M. (2017). *Manajemen Pelayanan Prima*. Jakarta: Prenadamedia Group. https://balaiyanpus.jogjaprov.go.id/opac/detail-opac?id=302255.

Safira, F., & Irawati, I. (2020). Hubungan Literasi Media Sosial Pustakawan Perguruan Tinggi dengan Kualitas Pemanfaatan e-Resources Perpustakaan. Lentera Pustaka: Jurnal Kajian Ilmu Perpustakaan, Informasi dan Kearsipan, 6(1), 1-12. https://doi.org/10.14710/lenpust.v6i1.25325

Salsabila dan Juwita, R. 2023. Pengaruh Kualitas Pelayanan dan Faktor Emosional terhadap Kepuasan Pasien pada Pasien Rawat Jalan Rumah Sakit Uum Daerah Siti Fatimah Provinsi

Published by:
Training & Research Institute JERAMBA ILMU SUKSES

Sumatera Selatan. *Publiasi Riset Mahasiswa Manajemen,* Vol. 5, No. 1. DOI https://doi.org/10.35957/prmm.v5i1.6005

Sattar, S., Mihani, M., dan Wahyuni, S. 2021. The Effect Of Service Quality On Customer Satisfaction On Cv Bahagia Samarinda: Pengaruh Kualitas Pelayanan Jasa Terhadap Kepuasan Konsumen Pada Cv Bahagia Samarinda. Indone*sian Journal of Economy, Business, Entrepreneurship and Finance*, Vol. 1, No. 2. DOI: https://doi.org/10.53067/ijebef.v1i2.18.

Sugiyono. 2017. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, CV. https://www.scribd.com/document/391327717/Buku-Metode-Penelitian-Sugiyono

Sulistiyowati, W. 2021. Buku Ajar Kualitas Layanan: Teori Dan Aplikasinya. Umsida Press, 1-182. https://doi.org/10.21070/2018/978-602-591-436-2

Tama, A. W., & Untoro, W. 2017. Faktor-Faktor Pembentuk Loyalitas Merek pada Pengguna Ponsel Smartfren. *Jurnal Manajemen dan Bisnis, 16*(3), 114-130. https://media.neliti.com/media/publications/77102-ID-none.pdf

Tendatio, J., Siagian, H., & Lubis, T. W. H. (2023). Pengaruh Kualitas Pelayanan, Harga, Promosi dan Customer Experience terhadap Loyalitas Pengguna ShopeeFood. Jurnal Wira Ekonomi Mikroskil, 13(1), 19–32. https://doi.org/10.55601/jwem.v13i1.947

Tjiptono, F. 2016. *Strategi Pemasaran* (Edisi 4, hal. 292). Andi. https://books.google.co.id/books/about/Strategi_Pemasaran_Edisi_4.html?id=LGvvzwEACAAJ&redir_esc=y

Tjiptono, F. 2020. *Pemasaran Jasa: Prinsip, Penerapan, dan Penelitian*. Yogyakarta: Andi Offset.https://books.google.co.id/books/about/Strategi_Pemasaran_Prinsip_Dan_Penerapan.html?id=ghQD0AEACAAJ&redir_esc=y

Widodo, A., & Ardiyansyah, A. (2022). Pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan pada Maxim Kota Bandar Lampung. *Jurnal Manajemen Pemasaran, 10*(3), 250-262. https://doi.org/10.54964/manajemen.v6i1.159

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (http://creativecommons.org/licenses/by/4.0/)

Published by:
Training & Research Institute JERAMBA ILMU SUKSES