QUALITY OF HUMAN RESOURCES ON GOJEK CONSUMER SATISFACTION IN TANGERANG WITH SERVICE QUALITY AS A MEDIATING VARIABLE

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The development of communication technology encourages changes in all aspects of life, both social, cultural, economic and various other aspects, including transportation. People are experiencing a transformation in their daily activities, shopping online, interacting with social media, and even traveling using online applications. This research aims to determine human resource and service quality's influence on consumer satisfaction of Gojek online motorcycle taxis in Tangerang. This descriptive quantitative statistical research type uses SmartPls 4, outer model and inner model measurements. Data collection methods were questionnaires and interviews, with a sample size of 100 people. Non-probability sampling technique with quota sampling. The research results show t statistic > t table and sig value. > P value. So, the quality of human resources has a positive and significant effect on consumer satisfaction. Service quality has a positive and significant effect on consumer satisfaction. HR quality has a positive and significant effect on service quality. The quality of human resources has a significant effect on consumer satisfaction through service quality. The simultaneous R square test of 0.666 means that the quality of human resources and service quality influence consumer satisfaction by 66.6%, including the moderate influence category.

1.   INTRODUCTION

The development of communication technology encourages changes in all aspects of life, both social, cultural, economic and various other aspects, including transportation[1][2]. People are experiencing a transformation in their daily activities, shopping online, interacting with social media, and even traveling using online applications[3]. Everything can be done simultaneously at the same time and place via the device in your hand. It is becoming a trend for learning activities using e-learning, selling and shopping on e-commerce, banking transactions using e-banking, reading books via e-library, making e-money payments, and so on[4], [5].

According to the Association of Internet Service Providers (APJII), Indonesia's internet users reached 215.63 million in 2022-2023. This number increased by 2.67% from 210.03 million users in the previous period. The number of Internet users is 78.19% of the total population in Indonesia of 275.77 million people. This percentage is 1.17% higher than 77.02% in 2021-2022[6]. This illustrates that human activity with internet facilities is increasing. Everything you need can be easily obtained, including the convenience of the transportation system[7].

An online motorcycle taxi is an online application-based transportation facility where the service user uses a smartphone to order an online taxi service. The user will automatically be connected to a driver who receives the order and is willing to take the service user to their destination. Ferdila et al.[8] believe that online motorcycle taxis are conventional transportation like regular motorcycle taxis, which use motorbikes as delivery facilities. However, online motorcycle taxis are said to be more sophisticated because they are integrated with technological developments.

The development of motorbike taxis as public transportation is regulated in Government Regulation Number 74 of 2014 and Minister of Transportation Regulation Number PM 108 of 2017, where "The provisions of Article 151 letter a of the LLAJ Law are said to accommodate special rental transportation which is public transportation with motor vehicle registration numbers in black [9]. Online Transportation Application Company Used by the Jabodetabek Public (As of September 2022)
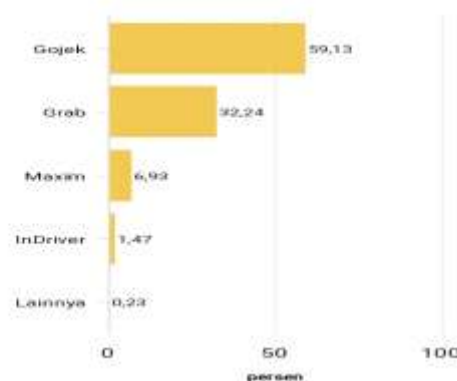
Figure 1. Online Transportation Users
Source: katadata.co.id, 2023

Based on the picture above, it is recorded that 59.13% of people use Gojek, followed by the Grab application (32.24%), Maxim (6.93%), InDriver (1.7%), and others (0.23%) (metadata .co.id). This means that Gojek is ranked first as the online motorcycle taxi transportation service that is most popular with people in Jabodetabek[10]. Various service users trust Gojek logistics services in sending packages and logistical goods. The following is data on package services with online applications in Indonesia for the period August-September 2022G
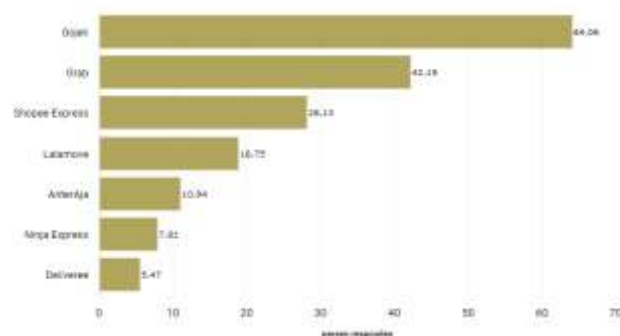

Figure 2. Package service users with online applications
Source: katadata.co.id, 2023

Based on the picture above, Gojek serves 64.06% of logistics deliveries in Indonesia. Grab application 42.19% and shop express 28.13% in second and third place.

Gojek is increasingly showing its existence as an on-demand platform in the country. Gojek has become the brand mark of job application in Indonesia. As of July 2022, Gojek driver partners, better known as Goride or Gocar drivers, have reached 2.6 million partners. Meanwhile, the community of GoFood has reached 1 million partners. Gojek is carrying out developments to improve services, one of which is by providing good quality human resources that users of Gojek services will feel.

According to Kotler [11] and Setiawan et al [12] Quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. Meanwhile, service is any activity or benefit offered by one party to another party that is intangible and does not result in any ownership. Apart from that, consumer or community satisfaction is also influenced by the quality of human resources. Sedarmayanti [13] suggests that the quality of human resources is related to the workforce's level regarding their abilities. Quality human resources can create decent quality services so that they have an indirect effect on community satisfaction. Therefore, it is necessary to evaluate the quality of human resources on consumer satisfaction.

Several previous studies have discussed the issue of the influence of human resource quality and service quality on community satisfaction. Concluded that driver performance and consumer

satisfaction have a positive and significant influence. Service quality partially significantly affects consumer satisfaction[14][12][15]. Based on this description, this article is entitled Quality of Human Resources on Consumer Satisfaction of Gojek Online Motorbike Taxi in Tangerang through Service Quality as a Mediating Variable.

2.   METHOD

In the explanatory research category, this research included "test hypotheses between research variables and to determine the influence between the variables studied," especially between independent variables and related variables. The research was conducted in Tangerang Regency with a population of. 3,185,552 people. Nonprobability sampling technique using quota sample method. The sample size was set at 100 respondents. Data was obtained through a questionnaire distributed online via Google Forms and interviews with several Gojek online motorcycle taxi service users. Secondary data was obtained from online motorcycle taxi websites and previous research data. Data analysis using SemPls4 with outer model and inner model [16].

3.   RESULTS AND DISCUSSION

Average Variance Extracted (AVE)

Table 1. Average Variance Extracted

Construct	Average Variance Extracted (AVE)
Consumer Satisfaction	0.658
Service quality	0.681
Quality of HR	0.676

Based on the data, the AVE value for HR quality is 0.658, service quality is 0.681, and consumer satisfaction is 0.676, > 0.5. then it can be said that the data is convergently valid.

Composite Reliability

Table 2. Composite Reliability

Construct	Crobach's Alpha	Composite Reliability
Quality of HR	0.931	0.920
Service quality	0.960	0.965
Consumer Satisfaction	0.897	0.943

Source: Data Analysis 2023

Table 2 shows that the composite reliability value for HR quality is 0.920, service quality is 0.960, and consumer satisfaction is 0.943, greater than 0.7(Meiryani, 2021). Then, all latent variables are reliable.

Path Coefficient Value

Table 3. Path Coefficient

Exogenous variables	Consumer Satisfaction	Direction of relationship
Quality of tbsp	0.567	Positive
Service quality	0.304	Positive

Source: Data processed 2023

From this table it can be seen that the variable quality of human resources on consumer satisfaction has a value of 0.567 and service quality on consumer satisfaction is 0.304. Therefore, the direction of the relationship between Exogenous Variables and Endogenous Variables is positive.

R Square

Table 4. R Square

Construct	R square	R square Adjusted
Consumer Satisfaction	0.666	0.660

Source: Data Analysis 2023

Based on the table above, the R square value of 0.666 illustrates that human resource and service quality influence consumer satisfaction by 66.6%, including the moderate category. This

shows that 44.4% of Gojek's consumer satisfaction in Tangerang is influenced by other factors not examined in this research.

Q square

Based on manual calculations, the q-square value is 0.444 > 0. This means the model has a predictive relevance of 44.4%, which is in the good category.

SRMR

The SRMR value can be known from the Fit Model.

Table 5. Model Fit

	Saturated model	Estimated model
SRMR	0.075	0.075
d_ULS	2.141	2.141
d_G	1.645	1.645
Chi-square	744.608	744.608
NFI	0.738	0.738

Source: SmartPLS4 Output

Based on the table above, the R square value of 0.666 illustrates that human resource and service quality influence consumer satisfaction by 66.6%, including the moderate category. This shows that 44.4% of Gojek's consumer satisfaction in Tangerang is influenced by other factors not examined in this research.

f Square

Table 6. Effect of f square

No.	Connection	Mark	Criteria
1.	HR quality on consumer satisfaction	0.131	Weak
2.	Service quality on consumer satisfaction	0.454	Strong
3.	HR quality on service quality	1,108	Strong

Source: 2023 Data Analysis

From this table it can be seen that the partial influence of human resource quality on consumer satisfaction has a value of 0.131 (weak) and service quality on consumer satisfaction is 0.454 (strong). Quality of human resources on service quality 1.108 (strong) Therefore, the influence between variables is partially strong.

Hypothesis test

The results of research hypothesis testing can be seen in the following table:

Table 7. Path Coefficient

Construct	Original sample estimate	T statistic	P values
X1→Y	0.567	6,183	0,000
X2→Y	0.304	3,334	0.001
X1→X2	0.725	5,234	0,000
X1→X2→Y	0.411	3,575	0,000

Source: Data Analysis 2023

With a sample size of 100, the t-table value has a significance of 5 percent and the degree of freedom (DF) = number of data (n) – 2, namely 100 – 2 = 98, so the t-table is 1,984. Based on table 7 above, the t-calculated results of human resource quality on consumer satisfaction are 6,183 > from t table 1,984, P Values 0.000 < 0.05. Therefore, hypothesis 1 is accepted. This means that there is a significant influence of human resource quality on consumer satisfaction. Likewise, service quality on consumer satisfaction t statistic 3,334 > from t table. P Values 0.001 < 0.05; therefore, hypothesis 2 is accepted. There is an influence of service quality on consumer satisfaction. Likewise, in hypothesis 3, the t statistic is 5.234 > 1.984. P Values 0.000 < 0.05; therefore, hypothesis 3 is accepted. The quality of human resources influences the quality of Gojek services in Tangerang.

Regarding indirect influence with the hypothesis, human resource quality is suspected to influence consumer satisfaction through the quality of Gojek's service in Tangerang. The t statistic value is $3.575 >$ t table 1.984, p-value $0.000 < 0.05$; thus hypothesis 4 is accepted. The highest original sample estimate value influencing consumer satisfaction (Y) is the influence of the service quality variable (X1) of 0.576. This shows that service quality (X1) has a higher influence than the human resource quality variable (X2) directly on the Gojek consumer satisfaction variable (Y). Meanwhile, the estimated value of human resource quality on service quality is 0.725, indicating that human resource quality enables drivers to have quality in providing services to consumers.

Discussion

1) Quality of Human Resources towards Customer Satisfaction
   Based on the P values in the path coefficient, the variable of Human Resources Quality has a p value of $0.001 < 0.05$. Additionally, the T statistic is $6.183 >$ the critical t value of 1.984. Thus, the researcher can conclude that the quality of human resources has a significant impact on customer satisfaction (Y). The original sample estimate value is 0.567, meaning that a one-unit increase in human resources quality can increase customer satisfaction by 56.7%. Therefore, H1, which states that the quality of Human Resources in Gojek Tangerang significantly influences customer satisfaction, is accepted. One questionnaire indicator, such as non-smoking and non-disruptive driving behavior, contributes to customer satisfaction. This is supported by relevant research Nikin Hardati[17] indicating a positive and significant influence of driver performance on customer satisfaction.

2) Service Quality towards Customer Satisfaction
   Based on the P values, the service quality variable has a p value of $0.01 < 0.05$. The T statistic is $3.334 >$ the critical t value of 1.984. The researcher can conclude that Gojek's service quality has the most dominant influence on customer satisfaction (Y). The original sample estimate value is 0.304, indicating that a one-unit increase in service quality can increase customer satisfaction by 30.4%. Therefore, H2, stating that the service quality of Gojek Tangerang significantly influences customer satisfaction, is accepted. The questionnaire indicates that providing safety equipment like helmets contributes to a sense of security, creating customer satisfaction. This is supported by research conducted by Mathodah[9], demonstrating a positive and significant influence of service quality on Gojek customer satisfaction.

3) Quality of Human Resources towards Service Quality
   P values in the path coefficient show that the Human Resources construct has a p value of $0.000 < 0.05$. Additionally, the T statistic is $5.234 >$ the critical t value of 1.984. It can be concluded that the quality of Human Resources significantly influences service quality. The original sample estimate value is 0.725, indicating that a one-unit increase in human resources quality can increase service quality by 72.5%. Thus, H3, stating that the quality of Human Resources in Gojek Tangerang significantly influences service quality, is accepted.

4) Human Resources towards Customer Satisfaction through Service Quality:
   Based on P values in the Specific Indirect, the variable of Human Resources through Service Quality has a p value of $0.00 < 0.05$. The T statistic is $3.575 >$ the critical t value of 1.984. Therefore, the researcher can conclude that Human Resources through Service Quality significantly influences customer satisfaction with Gojek (Y). The original sample estimate value is 0.411, meaning that a one-unit increase in human resources quality through service quality can increase customer satisfaction by 41.1%. Thus, H4, stating that Human Resources through Service Quality in Gojek Tangerang significantly influences customer satisfaction, is accepted. Drivers with competent qualifications providing adequate services make customers happy, leading to repeat orders when needed. This is supported by relevant research conducted by Abdiansyah[18], indicating a significant influence of human resources quality through service quality on public satisfaction.

4.   CONCLUSION

Based on the results of the research and discussion that have been described, conclusions can be drawn: The quality of human resources has a positive and significant effect on customer satisfaction with Gojek Tangerang online motorcycle taxis with t statistic 6.183 > t table 1.984 Service quality has a positive and significant effect on customer satisfaction with Gojek Tangerang online motorcycle taxis with t statistic 3.334 > t table 1.984 The quality of human resources has a positive and significant effect on the quality of Gojek Tangerang online motorcycle taxi services with t statistic 5.234 > t table 1.984. human resources and service quality simultaneously influence customer satisfaction for online motorcycle taxis, Gojek, West Jakarta, with t statistic 3.575 > t table 1.984. The R square is 0.666, which means that 66.6% of the quality of human resources through service quality influences consumer satisfaction in the moderate category, while other factors influence 44.4%.

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