CHAPTER IV

Data analysis and Discussions

This chapter will explain and discuss the data analysis of "Examining students' perception of e-service quality in Go-food service". The result of this study analysis presented through the descriptive analysis of the respondent's characteristics, descriptive analysis of respondents' responses, and SEM analysis. Structural Equation Modeling (SEM) and were used AMOS 22 as the data analysis tool in this study. In this research, the study analysis was conducted based on the stages in SEM analysis as described in the previous chapter. SEM was used to evaluate the proposed model. After obtaining all the results from the data processing, this research obtained proof of the hypothesis that has been developed previously. This research also found additional findings as the results of research model modification, which are then summarized.

After the questionnaires are distributed, the researcher does filtering the data in order to separate the outlier and invalid response. It resulted of 300 respondents in total. All received data are attached in the appendix and data recapitulation chapter.

4.1 Statistics-Descriptive

This aspect illustrates the descriptive data of the respondent received from the survey. The descriptive data was used to see the profile of the research data and its relationship to the variable used in this study.

4.1.1 Respondents Classification Based on Gender

On respondent's classification based on gender, respondents are classified as follows:

Table 4.1
Respondents Gender Classification

NO	Gender	Frequency	Percentage
1	Male	129	42,9%
2	Female	171	57.1%
Total		300	100%

Source: Processed Primary Data, 2018

From Table 4.1, it can be seen that the number of the respondent of the male is 129 respondents which are 42.9%. While the rest of 116 respondents which is 57.1% is female. This section show most of the consumer of Go-Food in Go-jek applications in this research is female with 57.1%.

4.1.2 Respondents Classification Based on Age

The respondent's classification based on age showed that respondents are classified as follows:

Table 4.2
Respondents Age Distribution

NO	Age	Frequency	Percentage
1	18-21	161	53,8%
2	22-24	13	4,3%
3	>25	126	41,9%
Total		300	100,0%

Source: Processed Primary Data, 2018

The majority of the respondent's age in this section is between 18-21 years' old which is 53.8%, followed by the range between 22-24 years old is 4.3% as a minority, and for >45 years' old which is 41.9%. From this section, it can be concluded that the majority of age is between 18-21 years' old which is 161 respondents.

4.1.3 Respondents Classification Based on Allowance

According to respondent's classification based on an allowance, respondents are classified as follows:

Table 4.3
Respondents Based on Allowance

NO	Income/Allowance	Frequency	Percentage
1	Less than Rp1.000.000	74	24,67%
2	Rp1000.001-Rp2.000.000	152	50,67%
3	RP2.000.001-Rp3.000.000	43	14,33%
4	Rp3.000.001-Rp4.000.000	13	4,33%
5	More than Rp4.000.000	18	6,00%
Total		300	100,0%

Source: Processed Primary Data, 2018

Based on this section, most of 152 respondents have allowance between Rp.1.000.001 - Rp.2.000.000 with the percentage of 50.67%. On the other hand, the smallest percentage 6.00% belongs to those having allowance more than Rp.4.000.000 which is 18 students.

4.1.4 Respondents Classification Based on Occupation

According to respondent's classification based on occupation, respondents are classified as follows:

Table 4.4
Respondents Occupation

NO	Occupation	Frequency	Percentage
1	Student/University Student	300	100
Total		300	100,0%

Source: Processed Primary Data, 2018

As discussed earlier in the previous chapter, the focus of the study was university students in Yogyakarta. The data shows that all of the respondents are active student/university students. It is mean that the respondents are accurate from what the writer has planned to observe.

4.2 Descriptive Analysis

Descriptive analysis is a preliminary stage of data processing that creates a summary of historical data to yield useful information and possibly prepare data for further analysis. The value-average score interval can be found by using the following formula:

Lowest perception score = 1

Highest perception score = 6

Interval = $\frac{6-1}{5} = 1$

With the detailed interval as follows:

1.00 – 2.00 = Very Bad

2.01 – 3.00 = Bad

3.01 – 4.00 = Fair (Neutral)

4.01 – 5.00 = Good

5.01– 6.00 = Very Good

4.2.1 Website Design

For the website design variable, the results of descriptive of practical benefits can be seen in the table below:

Table 4.5
Descriptive Analysis of Website Design

Attributes of Website Design	Mean	Category
The website has an attractive design	4,643	**Good**
The website has a choice of attractive products or services	4,806	**Good**
The website is not difficult to access and does not take a lot of time.	4,970	**Good**
The website can be accessed quickly and easily until all transactions are completed.	5,010	**Very Good**
Mean	4,858	**Good**

Source: Processed Primary Data, 2018

Based on the descriptive analysis showed in table 4.5, the average result of 300 respondents' website design is 4,858. The highest mean from this table is, "The website can be accessed quickly and easily until all transactions are completed." with the result of 5,010 and is considered as a very good category. The lowest

mean is from, “The website has an attractive design” with the result of 4,643 and is considered as good. Therefore, this result indicates that respondents’ website design toward to Go-jek company is good.

4.2.3 Reliability

For the reliability variable, the results of descriptive of practical benefits can be seen in the table below.

Table 4.6
Descriptive Analysis of Reliability

Attributes of Reliability	Mean	Category
Consumers really get the product or service ordered	5,043	**Very Good**
Products that arrive at you are the same as those presented in the Go-food feature	4,537	**Good**
The product arrived on time as promised	4,440	**Good**
Mean	4,673	**Good**

Source: Processed Primary Data, 2018

Based on the descriptive analysis showed in table 4.6, the average result of 300 respondents’ reliability is 4,673. The highest mean from this table is, “Consumers really get the product or service ordered” with the result of 5,043 and is considered as a very good category. The lowest mean is from, “Product arrived on time as

promised" with the result of 4,440 and is considered as good. Therefore, this result indicates that respondents' reliability toward to Go-jek company is good.

4.2.4Trust

For the trust variable, the results of descriptive of practical benefits can be seen in the table below:

Table 4.6
Descriptive Analysis of Trust

Attributes of Trust	Mean	Category
I believe that this Go-food feature honestly provides the right information	4,767	**Good**
I believe Go-food feature makes recommendations to consumers on the basis of mutual benefits	4,593	**Good**
I believe that this Go-food feature will not harm consumers	4,577	**Good**
Mean	4,646	**Good**

Source: Processed Primary Data, 2018

Based on the descriptive analysis showed in table 4.6, the average result of 300 respondents' trust is 4,646. The highest mean from this table is, "I believe that this Go-food feature honestly provides the right information" with the result of 4,767 and is considered a good category. The lowest mean is from, "I believe that this

Go-food feature will not harm consumers" with the result of 4,577 and is considered as good. Therefore, this result indicates that respondents' reliability toward to Go-jek company is good.

4.2.5 Customer Satisfaction

For the customer satisfaction variable, the results of descriptive of practical benefits can be seen in the table below:

Table 4.7
Descriptive Analysis of Customer Satisfaction

Attributes of Customer Satisfaction	Mean	Category
I am satisfied with the transaction process in the Go-food feature in the Go-jek application.	4,907	**Good**
I am satisfied with the service in the Go-food feature in the Go-jek application	4,923	**Good**
Mean	4,915	**Good**

Source: Processed Primary Data, 2018

Based on the descriptive analysis showed in table 4.7, the average result of 300 respondents' customer satisfaction is 4,415. The highest mean from this table is, "I am satisfied with the service in the Go-food feature in the Go-jek application" with the result of 4,923 and is considered as a good category. The lowest mean is from, "I am satisfied with the service in the Go-food feature in the Go-jek

application" with the result of 4,907 and is considered as good. Therefore, this result indicates that respondents' reliability toward to Go-jek company is good.

4.2.6 Customer Loyalty

For the customer satisfaction variable, the results of descriptive of practical benefits can be seen in the table below.

Table 4.8
Descriptive Analysis of Customer Loyalty

Attributes of Customer Loyalty	Mean	Category
I will promote the Go-food feature to my close friends	4,210	**Good**
In thinking about ordering food online, the first time in my mind is the Go-food feature in the Go-jek application	4,930	**Good**
I cannot consider the application in ordering food online other than Go-food feature	4,313	**Good**
In the future, I will often order using the Go-food feature in the Go-jek application	4,257	**Good**
Mean	4,428	**Good**

Source: Processed Primary Data, 2018

Based on the descriptive analysis showed in table 4.8, the average result of 300 respondents' customer loyalty is 4,428. The highest mean from this table is, "In thinking about ordering food online, the first time in my mind is the Go-food feature in the Go-jek application" with the result of 4,930 and is considered as a good category. The lowest mean is from, "I will promote the Go-food feature to my close friends" with the result of 4,210 and is considered as good. Therefore,

this result indicates that respondents' reliability toward to Go-jek company is good.

4.3 Validity and Reliability Test

4.3.1 Validity Test

Validity test was conducted to test whether the respondents' answer on them perceives to those items of corruptive behavior are valid or not. To determine the validity of those items, the researcher should compare the coefficient correlation of each item and the r-table value with a degree of freedom (df) = n – 2 (at the significant level of 0.05), resulted in r-table of 0.133. The result of the validity test can be seen in table 4.9 below:

Table 4.9
Questionnaire Validity Test

Variable	Indicators	Value	Cut Off	Result
Website Design	WD 1	1	0.113	**Valid**
	WD 2	0.663	0.113	**Valid**
	WD 3	0.532	0.113	**Valid**
	WD 4	0.539	0.113	**Valid**
Reliability	R 1	0.351	0.113	**Valid**
	R 2	0.288	0.113	**Valid**
	R 3	0.319	0.113	**Valid**
Trust	T 1	0.438	0.113	**Valid**
	T 2	0.381	0.113	**Valid**
	T 3	0.479	0.113	**Valid**

Customer Satisfaction	CS 1	0.450	0.113	**Valid**
	CS 2	0.386	0.113	**Valid**
Customer Loyalty	CL 1	0.344	0.113	**Valid**
	CL 2	0.255	0.113	**Valid**
	CL 3	0.204	0.113	**Valid**
	CL 4	0.322	0.113	**Valid**

Source: Processed Primary Data (2018)

4.3.1.1 Website Design

Website design is measured by 4 questions in the questionnaire. In the path diagram, this variable given notation WD started from WD 1 until WD 4. By using the validity test, the result shows that all the indicator in website design variable is valid. It can be seen from the result calculation of correlation coefficient compare to r-table, the whole item question has the significance Pearson correlation greater than r-table, where r-table is 0.113 (r calculated > r-table). Therefore, it concludes that the question items can be used in the next step as a research instrument.

4.3.1.2 Reliability

Reliability variable is measured by 3 questions in the questionnaire. In the path diagram, this variable given notation R started from R 1 until R 3. By using the validity test, the result shows that all the indicator in reliability variable is valid. It can be seen from the result calculation of correlation coefficient compare to r-table, the whole item question has the significance

Pearson correlation greater than r-table, where r-table is 0.113 (r calculated > r-table). Therefore, it concludes that the question items can be used in the next step as a research instrument.

4.3.1.3 Trust

Trust variable is measured by 3 questions in the questionnaire. In the path diagram, this variable given notation T started from T 1 until T 3. By using the validity test, the result shows that all the indicator in trust variable is valid. It can be seen from the result calculation of correlation coefficient compare to r-table, the whole item question has the significance Pearson correlation greater than r-table, where r-table is 0.113 (r calculated > r-table). Therefore, it concludes that the question items can be used in the next step as a research instrument.

4.3.1.4 Customer Satisfaction

Customer Satisfaction variable is measured by 2 questions in the questionnaire. In the path diagram, this variable given notation CS started from CS 1 until CS 2. By using the validity test, the result shows that all the indicator in customer satisfaction variable is valid. It can be seen from the result calculation of correlation coefficient compare to r-table, the whole item question has the significance Pearson correlation greater than r-table, where r-table is 0.113 (r calculated > r-table). Therefore, it concludes that the question items can be used in the next step as a research instrument.

4.3.1.5 Customer Loyalty

Customer Loyalty variable is measured by 4 questions in the questionnaire. In the path diagram, this variable given notation CL started from CL 1 until CL 4. By using the validity test, the result shows that all the indicator in customer loyalty variable is valid. It can be seen from the result calculation of correlation coefficient compare to r-table, the whole item question has the significance Pearson correlation greater than r-table, where r-table is 0.113 (r calculated > r-table). Therefore, it concludes that the question items can be used in the next step as a research instrument.

4.3.2 Reliability Test

In this research, reliability testing is used to find out about the distribution of the questionnaires that are qualified reliable or not. Reliability test is done by using Cronbach alpha. A questionnaire can be said to be reliable if the Cronbach alpha value is greater than 0.6 or 60%. This reliability test uses SPSS Statistic 22 application. The result can be seen on table 4.10 below:

Table 4.10
Questionnaire Reliability Test

Variable	Cronbach's Alpha	Requirement	Status
Website Design	0.847	0.60	**Reliable**
Reliability	0.733	0.60	**Reliable**
Trust	0.826	0.60	**Reliable**

Customer Satisfaction	0.835	0.60	**Reliable**
Customer Loyalty	0.798	0.60	**Reliable**

Source: Processed Primary Data (2018)

Based on the previous table, the result for Cronbach Alpha for variable Website Design is 0.847, Reliability 0.733, Trust 0.826, Customer Satisfaction is 0.835, and Customer Loyalty is 0.798. Therefore, it can be concluded that all the variables in this study can be said reliable because the coefficient Cronbach alpha is greater than 0.6 and it can be concluded that the question items can be used in the next step as a research instrument.

4.4 Good of Fit Measurement

This study is currently using the structure equation model (SEM) as an obligatory technique of social research. Structure equation model itself consists of good of fit measurement aiming to assess the fit of a model to data (whether the model is good or not). The measurement of goodness of fit uses the degree of freedom, probability, CMIN/DF, RMSEA, GFI, AGFI, TLI, and CFI to determine good criteria of fit of the measurement model. The results of goodness of fit evaluation can be seen in table 4.11 below:

Table 4.11
Good of Fit Table Analysis

	Cut Off Value	Result	Model valuation
DF (Degree of Freedom)	Positive	97	**Good Fit**
X^2 (chi-square)	≥ 0.05	292.846	**Good Fit**
CMIN/DF	≤ 2.00	3.019	**Not Fit**
GFI (Goodness of Fit Index)	≥ 0.90	0.894	**Not Fit**
RMSEA (Root Mean Square Error of Approximation)	≤ 0.08	0.082	**Good Fit**
AGFI (Adjusted Goodness of Fit)	≥ 0.90	0.852	**Good Fit**
TLI (Tucker Lewis Index)	≥ 0.90	0.905	**Good Fit**
CFI (Comparative Fit Index)	≥ 0.90	0.924	**Good Fit**

Source: Processed Primary Data (2018)

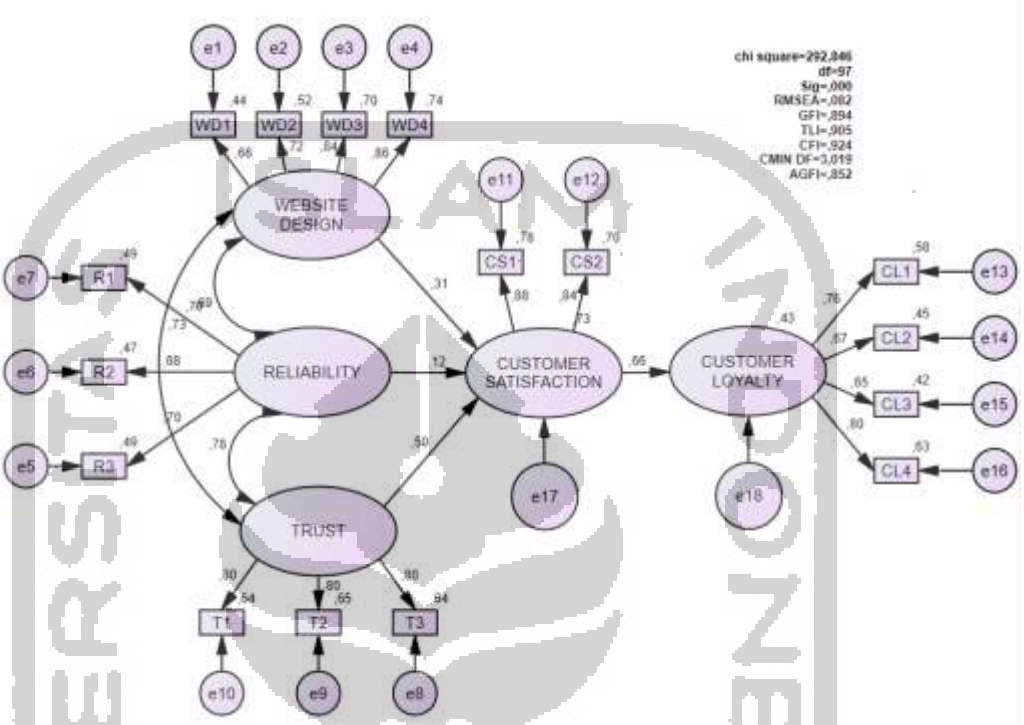
Table 4.11 shows the results of goodness of fit measurements in data analysis. The model of this study can be considered has fulfilled the minimum criteria of the goodness of fit index and from the table above not all aspects in goodness of fit measurement shows a good fit, there are two aspects that not fit. As shown in the table 4.11 CMIN/DF and Goodness of Fit Index (GFI) are not fit, it will be explaining detailed in the next explanation.

4.5 Hypothesis Framework Model

This research contains of eight hypotheses to find out whether the hypotheses can support or not. The model of this research uses. Structural Equation Model (SEM) with

AMOS 22 as the software. The hypothesis can be supported if the value of probability is less than 0.05 ($p<0.05$). The testing result of the research model can be seen in the model below:

Figure 4.1
Hypothesis Testing Model



Source: Processed Primary Data (2018)

Following to the model analysis by AMOS 22, the following table is the hypothesis testing results indicating the casual relationship among variables.

Table 4.12

Hypothesis Testing Model

Hypothesis	Variable Relationship	Estimate	P	Label
H1	Website Design ⟶ Customer Satisfaction	0.350	0.000	**Significant**
H2	Reliability ⟶ Customer Satisfaction	0.116	0.261	**Not Significant**
H3	Trust ⟶ Customer Satisfaction	0.429	0.000	**Significant**
H4	Customer Satisfaction ⟶ Customer Loyalty	0.840	0.000	**Significant**

Source: Processed Primary Data (2018)

Based on Table 4.12, the description for hypothesis model testing are:

The first hypothesis showed that website design has a positive and significant influence on customer satisfaction. In the table 4.12, the testing of website design on customer satisfaction is significant because the probability value was 0.000 ($p < 0.05$) and the path estimate was 0.350 (H1 significant). Therefore, the result of website design on customer satisfaction is positive and the hypothesis is **accepted**.

The second hypothesis showed that reliability has a negative and not significant influence on customer satisfaction. In the table 4.12, the testing of reliability on customer satisfaction is significant because the probability value was 0.261 ($p < 0.05$) and the path estimate was 0.116 (H2 not significant). Therefore, the result of reliability on customer satisfaction is positive and the hypothesis is **rejected**.

The third hypothesis showed that trust has a positive and significant influence on customer satisfaction. In the table 4.12, the testing of trust on customer satisfaction is significant because the probability value was 0.000 ($p < 0.05$) and the path estimate was 0.429 (H3 significant). Therefore, the result of trust on customer satisfaction is positive and the hypothesis is **accepted**.

The fourth hypothesis showed that customer satisfaction has a positive and significant influence on customer loyalty. In the table 4.12, the testing of customer satisfaction on customer loyalty is significant because the probability value was 0.000 ($p < 0.05$) and the path estimate was 0.840 (H4 significant). Therefore, the result of customer satisfaction on customer loyalty is positive and the hypothesis is **accepted**.

4.6 Discussion

The result of the analysis shows that the score of probability = 0.000 < Level of Significant = 0.05 (p = 0.000 < 0.05), therefore it can be concluded that there is a positive impact on Website Design toward Customer Satisfaction. This result means that how a certain of all aspects in website design of the company would affect the consumer loyalty through the customer satisfaction of the product or services that offer by the company. In this study, means that Go-jek company already spent a proper amount of capital in their website design in order to improve the customer loyalty of their services. And in previous explanation already mention that Liu, Atnett, & Litecky (2000) found that a well-designed website would lead to better customer recall and recognition and a favorable attitude toward the site and its products. Based on the explanation above, the result of this study has been corresponding to the finding that website design has positive and significant impacts on customer satisfaction.

The result of the analysis shows that the score of probability = 0.261 < Level of Significant = 0.05 (p = 0.261 < 0.05), therefore it can be concluded that there is a negative impact on Reliability toward Customer Satisfaction. This result means that how a certain all of aspect in reliability of the company would affect the consumer loyalty through the customer satisfaction of the product or services that offered by the company. In this study, means that Go-jek company already think about reliability aspect of the service that serve to their customer in order to improve the customer loyalty of their services. And in previous explanation already mention that, reliability represents the

ability of the website to fulfill orders correctly, deliver promptly, and keep personal information secure to getting customer satisfaction (Parasuraman & Zeithaml, 2005). Based on the explanation above, the result of this study is not align with the statement above where found that reliability has not significant impacts on customer satisfaction.

The result of the analysis shows that the score of probability = 0.000 < Level of Significant = 0,05 (p = 0.000 < 0.05), therefore it can be concluded that there is a positive impact on Trust toward Customer Satisfaction. This result means that how a certain all of aspect in website design of the company would affect the consumer loyalty through the customer satisfaction of the product or services that offer by the company. In this study, means that Go-jek company already think about trust aspect of the service that serve to their customer in order to improve the customer loyalty of their services. According to Chervany (2002) that when a person believes with another person in a transaction, trust can be formed. That is the reason why trust is a very important factor for creation, development, and protection of long-term relationships between customers and sellers. Trust refers to the depth and assurance of feeling based on inconclusive evidence. Pavilia (2009) believes that trust is a vital factor in company performance and profitability. Based on the explanation above, the result of this study has been corresponding to the finding that trust has positive and significant impacts on customer satisfaction.

The result of the analysis shows that the score of probability = 0.000 < Level of Significant = 0,05 (p = 0.000 < 0.05), therefore it can be concluded that there is a positive impact on Customer Satisfaction toward Customer Loyalty. This result means that how

a certain all of aspect in customer satisfaction of the company would affect the consumer loyalty of the product or services that offer by the company. In this study, means that Go-jek company already think about customer satisfaction aspect of the service that serve to their customer in order to improve the customer loyalty of their services. customer satisfaction can be defined as customer evaluation of a product or service related to their needs and expectations. Have to know also that customers will feel satisfied if their expectations can be fulfilled and their desire can be exceeded. And if customers feel satisfied they tend to be loyal for longer, buy more, and are less sensitive to price changes (Oliver, 1980). Based on the explanation above, the result of this study has been corresponding to the finding that customer satisfaction has positive and significant impacts on customer loyalty.