

## THE EFFECTS OF MOBILE SERVICE QUALITIES ON CUSTOMER REUSE INTENTION OF GOJEK SUPER APP

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### Abstract

**Purpose:** Customer satisfaction and reuse intention are fundamental to business success, no exception in digital business. Therefore, the purpose of the study is to determine the dimensions of mobile service quality and its effects on customer satisfaction and reuse intention. Gojek is selected as it is the first super app in the world at once the first “decacorn” company in Indonesia.

**Methodology:** This is a quantitative analysis approach explanatory test. The data were gathered using a purposeful sampling approach using an online questionnaire. The aim of this analysis is to evaluate data from 384 respondents using Warp Partial Least Square 6.0.

**Main Findings:** The result indicates that customer satisfaction directly influences content, program, and digital payment quality. The reuse aim often has a beneficial impact on knowledge efficiency, program functionality, and consumer service. Digital payment accuracy, nevertheless, has a marginal effect on reuse purposes. The finding also reveals that the consistency of the program is the main driver for consumer loyalty and reuse.

**Implications/Applications:** The analysis is critical because in the super application it illustrates quality factors. While the research refers to the Gojek super program, this analysis relates to customers' feedback and the plan to use it on mobile apps.

**Novelty/originality of this study:** This work is an early attempt to detect mobile quality factors that impact reuse in the super application. There is still limited research on the effects of quality mobile services in the super app. The research analyzed the standard of mobile services consisting of knowledge standard, device quality, and super-application digital payment efficiency. The research offered insight into the most significant variables that influence consumer loyalty and the ability to reuse.

**Keywords:** *Mobile Service Quality, Customer Satisfaction, Reuse Intention, Information Quality, System Quality, Digital Payment Quality.*

### INTRODUCTION

The development of internet and mobile application has led to a shift in the way businesses utilizes the opportunities to meet customer demands. Consumers are more demanding than ever and creating high consumer empowerment due to the internet. The number of internet users in Indonesia keeps growing from 184.94 million in 2019 and is expected to grow into 256.37 million in 2025 (Statista, 2020). In addition, the figure indicates a rise from 2015 to 2025 in mobile internet usage in Indonesia. This ensures that businesses will utilize smartphone devices to fulfill consumer needs by leveraging a large number of prospective customers.

A societal change has arisen from the accelerated growth of digital technology. Today, people prefer to spend their time online, mainly on their smartphones and the Internet. As a consequence, businesses actively look for alternatives to consumer demand through internet and smartphone applications. It is supported by (Frandya, 2019) who stated that “the startups in Southeast Asia are trying to become super apps to meet all the needs of users and win the market. According to Ho (2019), a super app exists because it serves a business goal and helps businesses to create their customer acquisition channel.

Super app is many apps within an umbrella app (Gojek, 2020b). In Southeast Asia, two giant ride-hailing (sharing a ride) Grab Holdings and Go-Jek claims to be a super app. As the first Super app from Indonesia, Gojek provides a range of services range from online transportation, online food ordering, courier service, online payment platform, and also news and entertainment services within a single application. According to Gojek, (2020a), Gojek was established in 2010, providing Jakarta's ever-present solutions for traffic concerns. It started as a contact center with just 20 drivers and built a 'mega app': a one-stop portal of over 20 apps linking customers to more than 2 million registered drivers, 400,000 healthy food vendors, and 60,000 product life service providers. Gojek was created to provide answers to the ever-present problems of Jakarta traffic. Gojek has over 25 million users in Indonesia per month (Smith, 2019).

Despite its massive expansion, Gojek faced competition from several key players including Grab and the newcomer “Maxim”, on online transportation service. However, regarding the super app, Grab is the core competitor for Gojek even though both of them pursuing a different strategy on maximizing the potential of their app. Grab followed Gojek recently in food supplies to extend the segment and acquired UberEats. Grab worked with HappyFresh when Gojek went down in other places including grocery. Grab has held supremacy with Ovo in cashless payments, while Gojek has

purchased Kartuku, Midtrans, and Mapan for the payment network (Ghosh, et al., 2019; Gojek, 2017). But in its central segment online travel, Gojek has found it challenging to prosper (Ghosh, et al., 2019). Moreover, newcomers like Maxim which offer a much lower price than Gojek will be a potential threat. The competition will quickly reach the market in mobile trading due to small barriers to entry. One of the reasons why the consumer switches from one program to another is the low switching rate. Service efficiency is, therefore, necessary to improve consumer loyalty contributing to the reuse of product intentions.

With Gojek delivering a mega device, Gojek has to build processes that fulfill its targets to achieve user loyalty and retain consumer repeat. As a fantastic technology, Gojek provides consumers with different resources for reuse or checking via a website. Companies need to consider the quality of service variables that affect customer satisfaction and recreate the purpose of a mobile application. However, the definition of mobile service efficiency was not addressed in several studies

Limited studies are researching mobile service quality topics such as studies done by (Nurqamarani, et al., 2019; Silalahi et al., 2017; Yuliana, et al., 2019). Ngoc Duy Phuong and Thi Dai g (2018) Using the DeLone and McLean IT Performance Model, 427 customers using Grab and Uber services and use PLS in order to examine the metric and systemic model to assess their effect on the repurchasing purpose of the smartphone-based ride-hailing company in Vietnam. Nurqamarani et al. (2019) use variables of the system, information, and digital payment qualities on customer satisfaction of Gojek Super Application through a sample of 100 respondents which were selected through purposive sampling method with multiple regression analysis and indicated that system, information, and digital payment quality affected customer satisfaction significantly both partially and simultaneously.

The current measurement model in the existing studies was developed from (Ngoc Duy Phuong & Thi Dai g, 2018; Nurqamarani, et al., 2019). The key objective of the research is to complement previous studies on the topic of mobile efficiency on the super-app. This study investigates the effect on the gojek application on reuse intention through customer satisfaction, which consists of details, systems, and digital paid efficiency.

## LITERATURE REVIEW

### Service Quality

Service Quality is a major component of competitiveness (Kumar, 2017). Service quality often implies a discrepancy in consumer views or opinions of service offered via the confirmation/confirmation principle through service organizations (Afthanorhan et al., 2019). In measuring service quality, there are several concepts used by scholars including SERVQUAL, Gap Model, Nordic Model, Multilevel Model, and Hierarchical Model (Ghotbabadi et al., 2012). Each model has advantages and disadvantages and can be used by marketing managers for service quality measurement.

### Mobile Service Quality (Ms-Qual)

The growing number of mobile phone users urged businesses to develop a mobile application in meeting consumers' demand. According to (Silalahi et al., 2017), One of the online business resources to provide consumers with a selection of electronic services such as the online ride-hailing service is a smartphone application. The need for improved service efficiency becomes apparent as the rivalry amongst apps growing. But the idea of the quality of mobile service, while significant in online marketing, has not been addressed in several styles of study.

Several studies also utilized SERVQUAL or SERVPERF for the assessment of cell service efficiency (Banahene, et al., 2017; Blery et al., 2009; Kitapci, et al., 2014; MFonte Colette, 2018). Blery et al. (2009) Using the model SERVPERF, the customer service level in the Greek mobile telephony industry was defined as affected, and the association between the standard of service and the desire of consumers to buy them back for the cell phone industry was established. Banahene et al. (2017) The SERVQUAL method has been modified to assess the level of service in Ghana's private universities and this discovery has the potential to empower marketing specialists and analysts to expand the usage of the SERVQUAL system by numerous academic institutions. MFonte Colette (2018) SERVQUAL and SERVPERF were models commonly used for the calculation of standard of service but their measurements were not the only calculation factor of standard.

Yuliana et al. (2019) In mobile apps, measured e-service efficiency with variables involves reliability, completeness, confidentiality, response, and touch. The communication and efficiency that have been observed have a huge influence on customer satisfaction, whilst the other factors have no noticeable effect on customer satisfaction. Huang et al., (2015) Including performance, network functionality, functionality, safety, enforcement, reaction, reward, functionality and billing, a measurement model was established to determine the standard of mobile service. Ngoc Duy Phuong & Thi Dai g (2018) to calculate the efficiency of mobile service, using knowledge content, the efficiency of the network, and level of operation. Nurqamarani et al. (2019) To define the effect of mobile service quality on consumer loyalty, build a model by Phuong, Dai & Fauzi using the knowledge quality, device quality, and digital payment quality.

### Information Quality

The standard of knowledge relates to the established nature of mobile device details for customers ([Ngoc Duy Phuong & Thi Dai g, 2018](#)). "The consistency of knowledge includes four dimensions: material efficiency, document adequacy, material accuracy, and document reliability. ([Ibrahim et al., 2018](#); [Nurqamarani, et al., 2019](#) [Silalahi et al., 2017](#)). According to ([Wang, Wang, & Chen, 2009](#)), the consumer continues to search for reliable, full, and readily available product details when making an acquisition.

### System Quality

Device consistency is the opinion of consumers regarding knowledge collection and mobile application distribution ([Ngoc Duy Phuong & Thi Dai g, 2018](#); [Silalahi et al., 2017](#)). Four metrics are used to assess the consistency of the program, namely ease of use (the degree to which people are able to use the system) ([Ibrahim et al., 2018](#)), Navigation (examining links to the knowledge needed), interactivity (such as access to the search engine and personal design) and usability (speed of access and interface availability) shopping cart feature ([Silalahi et al., 2017](#)).

### Digital Payment Quality

According to [Nurqamarani et al. \(2019\)](#), digital payment quality is the customer perception of ease of payment and security of the payment method offered by the application. According to [Mulyasari, Dan, & Wijaya \(2014\)](#), "A variety of factors influenced by digital payment consumer satisfaction include the overall quality of service, comfort, perceived enjoyment, perception of speed, ease, perceived profit and actual usage for the measurement, the health, and ease of usage of the digital payment network are two benchmarks. ([Nurqamarani et al., 2019](#)). According to Schmidt et al. (2008), as cited in [Wilson, et al. \(2019\)](#), an effective website must feature privacy and security.

### Customer Satisfaction

According to [Kotler et al. \(2017a\)](#), "The company satisfaction is how the standard of the goods made by businesses reaches the needs of consumers. Consumer loyalty needs to be accomplished as dissatisfied consumers can not duplicate/repurchase the service or even propagate negative words. The business must satisfy customer standards. Conversely, the products/services are purchased/reused and can be referred to anyone if consumers are satisfied with the good and/or service of the business. Customer loyalty is also crucial to the performance of companies because it contributes to market share and income. ([Ojo, 2010](#); [Wilson et al., 2019](#)).

In the online context, various studies have confirmed that satisfaction is essential for company success. This is supported by research by ([Shibly, 2015](#)) Who has claimed happiness in the online business (B2C) climate is one of the main success indicators. Added by ([Pereira et al., 2016](#)), A contented online client would potentially shopping again and suggest to other online stores, while an unhelped client will abandon the online provider, with or without any protest.

### Reuse Intention (Repurchase Intention)

According to [Choi and Sun \(2016\)](#), Reuse aim implies "the extent of individual desires of users to use services once again and to inform family and friends about this service. They have unique criteria in mind until consumers utilize such facilities. With respect to the mobile background, intention to reuse was described as the purpose of customers to repurchase the service provided by m-commerce company on their smartphone ([Ngoc Duy Phuong & Thi Dai g, 2018](#)). Rebuying is a central factor in the satisfaction of consumers ([Ismoyo et al., 2018](#); [Barquet, 2019](#); [Onegi et al., 2019](#)). Particularly in the mobile app, reuse purpose is important as the competition has gained more market share. In fact, new consumers face higher expenses than they retain ([Kitchathorn, 2009](#); [Wilson et al., 2019](#)).

### Relationship between Mobile Service Quality and Customer Satisfaction

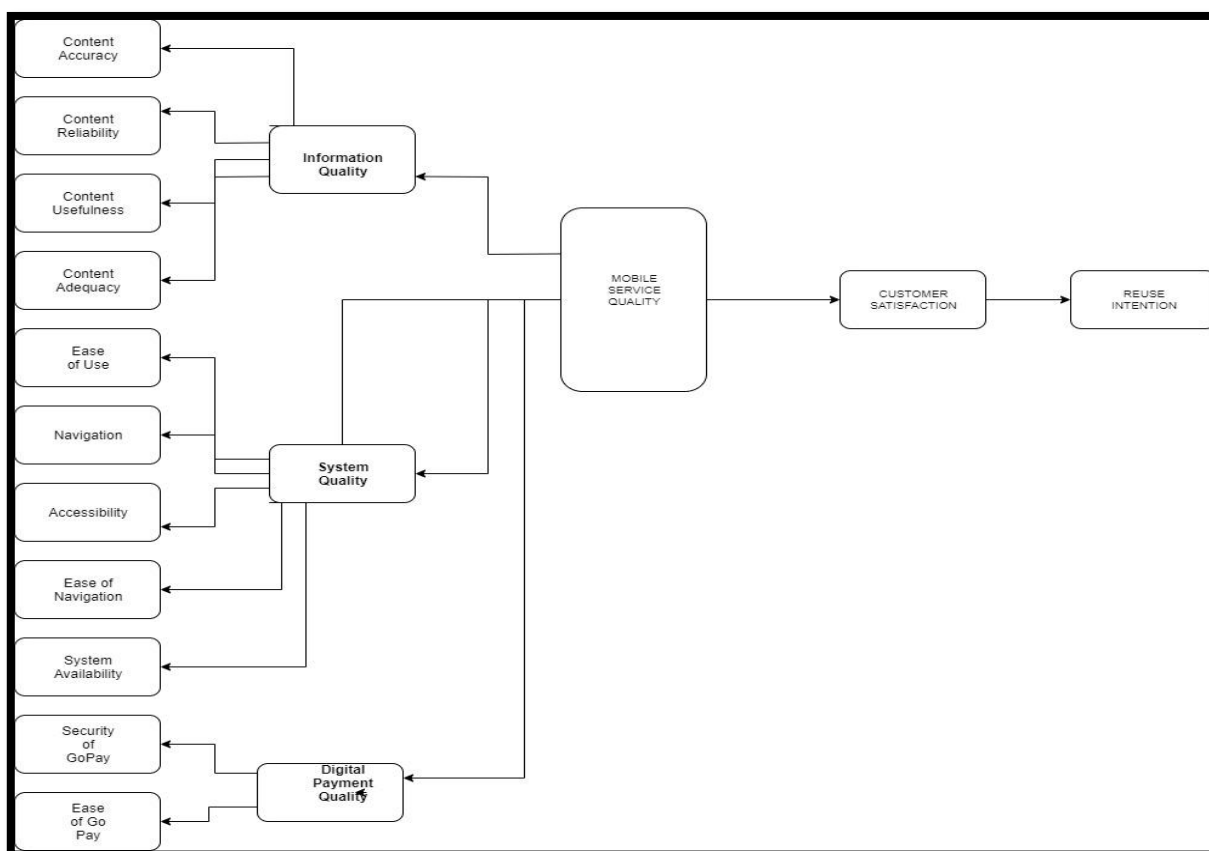
[Kisworo \(2013\)](#) The Taiwan Mobile Telecommunications sector has been researched and the findings indicate that dimensions of service efficiency, such as measurable, responsive, efficient, and caring, have a huge influence on client satisfaction. [MFonte Colette \(2018\)](#) Cameroon surveyed the mobile telephones firms and noticed that there was a significant positive effect on consumer loyalty in four dimensions of service efficiency (network quality, reliability, and empathy). [Özer et al. \(2013\)](#) Research has shown that the standard of mobile services consisting of affordability, potential threats, ease of usage, connectivity with the mobile devices, and entertainment services have a beneficial impact on satisfaction.

On the basis of the above literature, this research would identify the effect on reuse purpose of knowledge quality, device quality, and digital payment quality in Gojek's mobile application, and not simply on a single operation.

### Relationship between Customer Satisfaction and Reuse Intention

In order to assess consumer purchasing behaviour, customer need is critical ([Kotler et al., 2017b](#)). Companies able to provide superior customer loyalty and repurchase intentions can boost service quality. This is supported by research by [Wilson et al., \(2019\)](#), [Kitapci et al. \(2014\)](#), and [Fauzi \(2018\)](#) The standard of service relationship on repurchase purpose was evaluated in four dimensions: knowledge content, program architecture, mode of payment and protection and privacy. The findings showed 'the standard of content, the style, the payment system, and protection and privacy details

positively influence the desire to purchase back by pleasing customers.' Besides, [Santoso and Aprianingsih \(2017\)](#) The study has been carried out and a good association occurs between the consistency of the consumer and the content of the online component with the goal that customer loyalty facilitated. This seven-dimensional electronic service quality work encompasses health, reliability, responsiveness, application design, faith, ease of operation, and enforcement. We propose this conceptual model and theories, based on this proof.



**Figure 1:** Conceptual Model

**Source:** Modified from ([Fauzi, 2018](#); [Nurqamarani et al., 2019](#); [Silalahi et al., 2017](#))

The following is the research hypothesis.

## HYPOTHESES

- H1:** Information Quality Affects Customer Satisfaction Significantly.
- H2:** System Quality Affects Customer Satisfaction Significantly.
- H3:** Digital Payment Quality Affects Customer Satisfaction Significantly.
- H4:** Information Quality Has a Significant Impact on Repurchase Intention.
- H5:** System Quality Has Significant Impact towards Reuse Intention.
- H6:** Digital Payment Quality Has Significant Impact towards Reuse Intention.
- H7:** Customer Satisfaction Has Significant Impact towards Reuse Intention.

## METHODOLOGY

Five variables were measured from studies (information quality, device efficiency, quality of digital payments, consumer loyalty, buyback intention) ([Ngoc Duy Phuong & Thi Dai g, 2018](#); [Nurqamarani et al., 2019](#)). A pre-survey was carried out to ascertain the reliability of the questionnaire. Including university students and staff, thirty copies of the survey were circulated to Gojek consumers. The data were then inserted in SPSS to test Cronbach's alpha's internal accuracy. The tests reveal that both frameworks have an alpha of Cronbach above 0.7, and no element has been omitted.

## Data Collection

Data is obtained via the online questionnaire on campus, office, and café via Whatsapp, Phone, Telegram, e-mail, or offline. The survey consists of two components; surveyors' demographics and key variable queries, namely knowledge



quality, program efficiency, digital payment quality, consumer loyalty, and objective reuse. A Likert scale ranging from (1) "Strongly Unagree" to (7) "Strongly Agree" was included in the questionnaire. The measurement elements have been modified and tested for this analysis from previous research. These three mechanisms reflect mobile device quality infrastructure, namely knowledge content, the content of operation, and the quality of digital payment.

### Population and Sampling

The sampling method used is purposive sampling and the criteria for respondent selection were Gojek user who has installed the Gojek application and tried more than one Gojek service from Gojek application. Purposive sampling is selected as it useful when the researcher has limited resources, time, and workforce and aims to specify in a particular case (Etikan, 2016) and to obtain objectivity of the research that focuses on a particular issue (Wilson et al., 2019). This article focuses on the Gojek super app which facilitates different services in one app. Therefore, it is necessary to select respondents who tried more than one service to justify that they have used the super app. The scope of the respondent is users who reside in Samarinda, East Kalimantan. Ngoc Duy Phuong & Thi Dai g (2018) suggested that a minimum of 200 valid responses is required to achieve a fair assessment regarding the sampling accuracy with a confidence level of 95 percent and a confident interval of 5 percent in PLS. Therefore, after distributing questionnaires offline and online for 3 months, 460 responds are collected and a usable response that meets the criteria is 384 respondents.

### Data Analysis

This study applies Partial Least Square (PLS) for data analysis. PLS is an SEM equation model based on components or variants. PLS was chosen because PLS can be used to build relationships that do not yet have a theoretical basis or for testing propositions (Solimun & Fernandes, 2017). The steps for modeling the PLS structural equation with the software are as follows:

First, design an external model (measurement model) to evaluate the relationship between variables and indicators. The first step is in designing a measurement model is to build construct validity and instrument reliability. According to (Jogiyanto, 2011), validity is agreed by looking at the estimated size of the original sample/loading factors in each construct (conversion validity) which should have a load factor above 0.70. Next, is a reliability test. The reliability test is used to measure the consistency of the measuring instrument in measuring a concept. According to (Jogiyanto, 2011), the reliability of all constructs can be seen from the value of composite reliability which should have values above 0.70 and Cronbach alpha > 0.6.

Next, the internal model (structural model). According to Jogiyanto (2011), the structural model in PLS is evaluated using  $R^2$  for the dependent construct, the path coefficient, or t-value for each path used for the significance test between constructs in the structural model. To measure the variation of the independent variable variations on the dependent variable using the value  $R^2$ . Which is the higher the value of  $R^2$ , the better the prediction model from the proposed research model. According to Hair et al in (Jogiyanto, 2011), the value of the path coefficient or inner model shows the level of significance in hypothesis testing. The coefficient score of the path or inner model assessed based on the T-statistic value must exceed 1.96 for the two-tailed (two-tailed) hypothesis and surpass 1.64 for the one-tailed (one-tailed) hypothesis for hypothesis testing at 5% alpha and 80% power. Finally, construct a path diagram.

### SAMPLE DESCRIPTION

**Table 1:** Demographic Information of Respondents (N=384)

Gender	Male	35%
	Female	65%
Level of Education	High School or Below	69.8%
	Diploma	1.6%
	Bachelor Degree	20.3%
	Master	7.3%
	Doctoral	1.0%
Age	<17 years old	2.3%
	17-25 years old	76.3%
	26-35 years old	13.0%
	36-45 years old	5.2%
	46-55 years old	2.9%
	56-65 years old	0.3%
Type of Service Used	Go-Ride	85%
	Go Car	85%
	Go Food	91%
	Go Shop	19%
	Go Send	57%
	Go, Tix,	1%

	Go Clean	6%
	Go Glam	0%
	Go Box	3%
	Go Auto	1%
	Go Laundry	1%
	Go Massage	3%
	Go Med	1%
	Go Fix	0%
Number of Service Used in super app	2 services	22%
	3 services	30%
	4 services	29%
	5 services	13%
	6 services	5%
	7 services	1%
	8 services	1%
	9 services and more	0%

Source: Data processed, 2020

**Table 2:** Descriptive Variable

No	Variable	N	Mean	Interval Class Category
1	Information Quality	384	3.89	High
2	System Quality	384	3.90	High
3	Digital Payment Quality	384	3.65	High
4	Customer Satisfaction	384	3.87	High
5	Reuse Intention	384	3.92	High

Source: Data processed, 2020

Table 2 shows respondent perception for variables of information quality, system quality, digital payment quality, customer satisfaction, and reuse intention which are indicated from the mean score of all variables are classified as “high” in interval categories. It means the perceptions of respondents regarding the above variables are good.

### Measurement Model

The analysis of the validity and reliability of the measurement model is the first step in the procedure.

**Table 3:** Reliability Test

	CR value	Cronbach Alpha
X1	0.885	0.827
X2	0.879	0.827
X3	0.939	0.871
X4	0.929	0.848
X5	0.943	0.878

Source: Data processed, 2020

Table 3 shows composite reliability coefficients. The questionnaire is considered reliable if the composite reliability (CR)  $\geq 0.70$  (Solimun & Fernandes, 2017), therefore based on the result on table 3, the questionnaire is considered reliable as all CR values were above 0.7. Besides, based on Cronbach alpha, all variables values are greater than 0.6, therefore the construct is reliable.

**Table 4:** Validity Test-Combined Loadings and Cross Loadings

X1	Loading factor	P-value
X1.1	0.835	<0.001
X1.2	0.838	<0.001
X1.3	0.762	<0.001
X1.4	0.811	<0.001
X2.1	0.773	<0.001
X2.2	0.839	<0.001
X2.3	0.802	<0.001

X2.4	0.759	<0.001
X2.5	0.667	<0.001
X3.1	0.941	<0.001
X3.2	0.941	<0.001
Y1.1	0.932	<0.001
Y1.2	0.932	<0.001
Y2.1	0.944	<0.001
Y2.2	0.944	<0.001

Source: data processed, 2020

If the loading factor is greater than 0.3, and  $p < 0.001$ , then the construct is valid. Therefore, based on table 4 above, all loading factors are greater than 0.3, and all  $p$  values are less than 0.001.

**Table 5:** Discriminant Validity - AVE

X1	X2	X3	Y1	Y2
0.659	0.593	0.886	0.868	0.891

Source: data processed, 2020

Table 5 shows the AVE Number. Bagozzi and Yi stated that AVE should 0.5 or higher to be considered valid. Therefore, based on the result in table 4, the questionnaire is considered valid as all AVE numbers were greater than 0.5.

**Table 6:** Discriminant Validity: Square Root of AVE and Coefficient Correlation

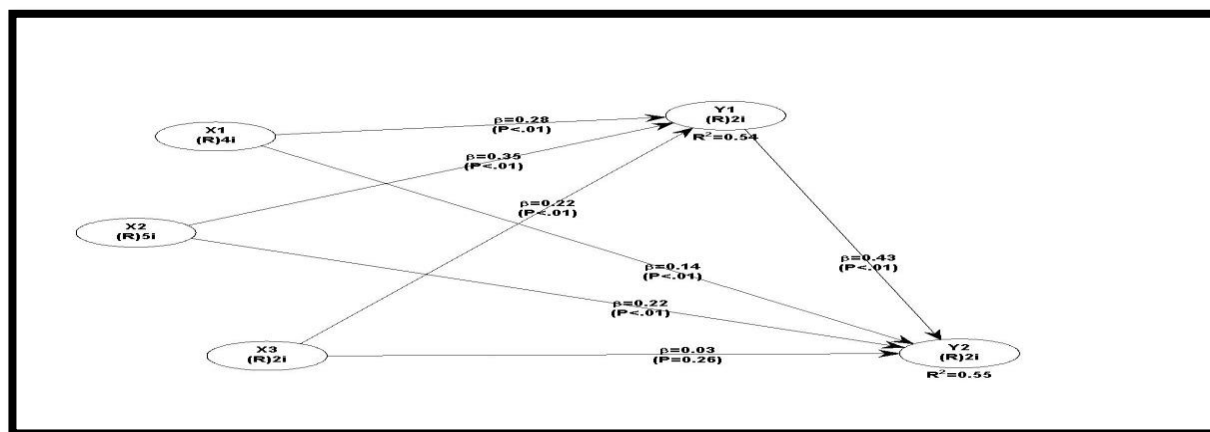
	X1	X2	X3	Y1	Y2
X1	0.812	0.731	0.473	0.654	0.609
X2	0.731	0.770	0.493	0.674	0.638
X3	0.473	0.493	0.941	0.535	0.438
Y1	0.654	0.674	0.535	0.932	0.695
Y2	0.609	0.638	0.438	0.695	0.944

Source: data processed, 2020

To ensure the construct is valid, this research adds the result of the square root of AVE and coefficient correlation, as seen in Table 6. (Solimun, & Fernandes, 2017) stated that if the square root of AVE is greater than the related variable correlation, the construct validity is accepted. As seen in Table 6, all square root of AVEs is greater than other related variable correlations. The results confirmed sufficient discriminant validity.

## Structural Model

In PLS analysis, the explanatory power of a structural model is examined by the structural paths and the  $R^2$  of the dependent variables. The analysis provides supports for all seven hypotheses with all  $p$ -value **below 0.001**. The  $R^2$  indicates that the three predictors explain 54% of customer satisfaction; following this, customer satisfaction accounts for 55% of reuse intention. Figure 2 represents the analysis of the research model.



**Figure 2:** Path Analysis

Source: Data processed, 2020

## FINDINGS AND DISCUSSIONS

### The goodness of Fit Model

The examination of the model can be seen from the value of  $R^2$  (R-square). This means that the model can explain phenomena or variations in customer satisfaction can be explained by the variables of information quality, system quality, and digital payment quality by 54 percent ( $0.54 \times 100\%$ ) while the rest is explained by variations in other variables outside of the research model by 46 percent ( $100\% - 54\%$ ). The phenomenon of variation in reuse intention can be explained by variables of information quality, system quality, and digital payment quality moderated by customer satisfaction by 55 percent ( $0.55 \times 100\%$ ) while the rest is explained by other variables outside of the research model by 45 percent ( $100\% - 55\%$ ). The result of  $R^2$  is 0.55 and the standardized beta coefficients value of customer satisfaction and reuse intention is 0.43 or  $\neq 0$  so that customer satisfaction is proven to positively moderate the ability to influence mobile service quality to repurchase intentions. The explanation of the model is explained in table 7 and 8 below:

**Table 7:** R square

	R square ( $R^2$ )
Information Quality	
System Quality	
Digital Payment Quality	
Customer Satisfaction	0.54
Reuse Intention	0.55

Source: data processed, 2020

### T-Test Result

**Table 8:** Results for Inner Weights

Relationship between variables	Path Coefficient	P Values	Description
Information quality towards customer satisfaction	0.278	<0.01	Positive and highly significant
System quality towards customer satisfaction	0.353	<0.01	Positive and highly significant
Digital payment quality towards customer satisfaction	0.224	<0.01	Positive and highly significant
Information quality towards reuse intention	0.142	<0.01	Positive and highly significant
System quality towards reuse intention	0.222	<0.01	Positive and highly significant
Digital payment quality towards reuse intention	0.033	0.26	Positive but weakly significant
customer satisfaction towards reuse intention	0.433	<0.01	Positive and highly significant

Source: data processed, 2020

Based on table 8, we can see the influence and the level of significance of each variable, with the explanation as follows:

- 1) There is a positive and significant effect between Information Quality and Customer satisfaction because it has a coefficient value of 0.278 and p-value <0.01.
- 2) There is a positive and significant effect between System quality on customer satisfaction because it has a coefficient value of 0.353 and p-value <0.01.
- 3) There is a positive and significant effect between digital payment quality on customer satisfaction because it has a coefficient value of 0.224 and p-value <0.01.
- 4) There is a positive and significant effect between information quality and reuse intention because it has a coefficient value of 0.142 and p-value <0.01.
- 5) There is a positive and significant effect between system quality and reuse intention because it has a coefficient value of 0.222 and p-value <0.01.
- 6) There is a positive and insignificant influence between digital payment quality and reuse intention because it has a coefficient value of 0.033 and a p-value of  $0.26 > 0.05$ .
- 7) There is a positive and significant effect between customer satisfaction and reuse intention because it has a coefficient value of 0.433 and p-value <0.01.

## IMPACT OF MOBILE SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION

### Impact of Information Quality towards Customer Satisfaction

There is a positive and significant influence between information quality towards customer satisfaction, the result of this study is supported by previous research conducted by (Ikhyannuddin, 2017; Jun & Kang, 2013; Nurqamarani et al., 2019;



[Putrawan et al. 2017](#)) state that there is a positive and significant influence between information quality on customer satisfaction.

The implication is that customer satisfaction will be higher if the information provided on the application is accurate, reliable, easy to understand, and comprehensive as required by users. Descriptive analysis results show that in assessing the quality of information, individuals place a higher emphasis on Content usefulness/use of information. With the high quality of information generated, users will benefit from the existence of that information. Thus, analysts and application developers should consider improving the quality of information generated from applications built primarily related to the usefulness of the information with the type of service offered in the application.

#### ***Impact of System Quality towards Customer Satisfaction***

There is a positive and significant influence between system quality towards customer satisfaction, the results of this study are supported by previous research conducted by ([Ikhyanuiddin, 2017](#)) which states that there is a positive and significant influence between system quality and customer satisfaction.

The implication shows that customer satisfaction could be increase if the Gojek application system provides easiness to users in browsing the menu/services and navigate from one service to another service without any hassle. Customers will also be more satisfied if the transition time from one service to another service can be faster.

Descriptive analysis shows that in assessing the quality of the system, individuals emphasize higher ease of use, ease of navigation between features in the application, and navigation on the main page of the application. By offering convenience to use the application and also the ease of exploring various services in the application both on the main page or the switching features in the application, users will feel more satisfied. Thus, analysts and application developers should consider improving the quality of application systems built primarily related to ease of use (user interface) and navigation.

#### ***Impact of Digital Payment Quality towards Customer Satisfaction***

There is a positive and significant influence between digital payment quality and customer satisfaction, the results of this study are supported by previous research conducted by [Nurqamarani et al. \(2019\)](#) states that there is an influence between digital payment quality and customer satisfaction. The implication shows that customer satisfaction can be higher if Gojek payment platform (Go-Pay) could make customers feel more secured and comfort/ease in doing transaction through Go-Pay, this can be done by providing easiness in top up the money in Go-Pay and if there is assurance or guarantee if the money stored in Go-Pay is safe.

Descriptive analysis shows that in assessing the quality of digital payment platforms, individuals stress the comfort and safety factors equally high in determining their satisfaction. Therefore, analysts and application developers should consider increasing the comfort and security of digital payment platform (Go-Pay).

### **IMPACT OF MOBILE SERVICE QUALITY TOWARDS REUSE INTENTION**

#### ***Impact of Information Quality towards Reuse Intention***

There is a positive and significant influence between information quality towards repurchase intention, the results of this study are supported by previous research conducted by ([Mohd Sam & Tahir, 2009](#); [Nurqamarani et al., 2019](#); [Prastiwi et al., 2019](#); [Wang et al., 2009](#)) state that there is an influence between information qualities on repurchase (reuse) intention. The impact of information quality is found positive and significant as supported by ([Prastiwi et al., 2019](#)) that clarity of information on certain products or content in the application will attract customers to find out more about a product. Information quality explains the extent to which individuals can easily gain access and understanding of information that customer needs. The implication shows that repurchase intention could be increased if the Gojek application system provides information that is accurate and relevant to users.

#### ***Impact of System Quality towards Reuse Intention***

There is a positive and significant influence between system quality towards customer satisfaction, the results of this study are supported by previous research conducted by [Nurqamarani et al. \(2019\)](#) and [Suryanto et al. \(2016\)](#) which states that there is a positive and significant influence between system quality and repurchase intention. The implication shows that repurchase intention could be increased if the Gojek application system provides information that is accurate and relevant to users.

#### ***Impact of Digital Payment Quality towards Reuse Intention***

There is a positive but insignificant influence between digital payment quality and repurchase intention. The result of this study has shown that digital payment quality has a positive but insignificant effect on the Gojek super app. This finding is not similar to finding from a study conducted by [Choi and Sun \(2016\)](#), where convenience and security of AliPay (digital payment platform of Alibaba) are significantly mediated by the sustainable performance of customer satisfaction as a mediator.

Descriptive analysis shows the percentage of respondents' answers on the variable digital payment quality is good (mean: 3.65), but still lower than the other variables; information quality and system quality. This shows that there are quite many respondents who perceive that the quality of Gojek's digital payment platform is still lower compared to the quality of the system and information. This could be due to the time the digital platform is launched that relatively new compared to the Gojek application itself. Thus, not many customers feel confident about the quality of Go=Pay in terms of ease and safety. Also, there may be other factors that influence the reuse intention such as offers or discounts if using a digital payment platform (go pay) instead of cash mode as well as habits of people who are not accustomed to using e-money. This can be the reason why digital payment quality has an insignificant effect on reuse intention.

### Impact of Customer Satisfaction towards Reuse Intention

There is a positive and significant influence between customer satisfaction repurchase intention, the results of this study are supported by previous research conducted by ([Anwar & Gulzar, 2011](#); [Hong, 2015](#); [Siraphatthada & Thitivesa, 2019](#)) who found positive and significant influence between customer satisfaction and repurchase intention.

The average value of variable consumer satisfaction is 3,87 so that most respondents are pleased with the Gojek application mobile services price. The lowest value of 3.82 is the Y1.1 predictor of the four statements used, which generally matches standards. Nevertheless, the value is about the same for the Y1.2 measure, which is a 3.92 value. Since the number was not 4. This demonstrated that Gojek will boost its service efficiency for greater customer satisfaction. Consumer happiness and reuse the purpose of the uniform beta coefficient is 0.43 or 0.1 to demonstrate that client service reflects the behavior of the customer directly. This means that the beneficial impact of cell service efficiency on purchasing back can be more improved if consumer loyalty is strong.

The research effectively applied the performance application application application efficiency and availability of knowledge to two of the three Information System Success factors ([Ngoc Duy Phuong & Thi Dai g, 2018](#)) defined by the DeLone and MacLane models. In addition, in view of the growing usage of digital money in digital business, the study introduces the element of digital payment price. This work is an early attempt to detect mobile quality factors which affect reuse in the super application.

In addition, the study verified the association between the efficiency of mobile service and the contribution to consumer loyalty of data quality and the reasons for network efficiency combined with digital payment efficiency. ([Ngoc Duy Phuong & Thi Dai g, 2018](#); [Wilson et al., 2019](#)). There are numerous benefits to Gojek, and the super-application industry in general, from existing study. The statistical results show the strong customer satisfaction impact of content, program and digital payments efficiency. But only device and data quality are deemed essential for the purposes of repurchase.

### CONCLUSION

The findings conclude that the device consistency impacts consumer loyalty and the desire to reuse exceeds the other variables. The second significant building is the standard of content, led by digital payments as the least powerful to consumer loyalty and reusability. One reason for this is because consumers have no familiarity with Go-pay purchases. Compared with digital payment alternatives, they choose cash mode such that they are not adequate to judge the accuracy of their digital payments. Gojek will propose enhancing the protection and usability of Go-pay and informing society on the benefits of cashless mode (internet payout) to boost consumer understanding of digital payments. Gojek will enhance the adequacy and consistency of the details on the mobile device, as well as include fast-access functionality, in terms of information security and machine efficiency. They are places for change because they are less significant than other metrics. They are a focus for progress.

### LIMITATION AND STUDY FORWARD

Several limitations should be pointed out. First, the data collected is only based on one single region in Samarinda, East Kalimantan, Indonesia. Second, the data collected through a purposive sampling method that targeted only respondents who have installed Gojek and used more than one Gojek service through the Gojek super app. Purposive sampling offers benefits in terms of effective cost and time compared to probability sampling, but it cannot generalize the findings as the sample only represents the criterion group.

However, this paper may include precious details on determinants in Gojek super-app and their effect on consumer repurchases intentions. Further analysis is advised to review more than one mega app to get a deeper perspective and not just one program to concentrate on this business. In addition, more work will expand the reach to concentrate not only on one field. A further restriction of this review is that there was no evaluation of segments; more precisely, no research was carried out of the disparity between the classes. Another field that needs to be strengthened is to provide a complete overview of the service offered, or to provide a clear view of the types of vehicles that passengers prefer (for ride-hailing) for businesses.

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## AUTHORS CONTRIBUTION

The first author, Adisthy Shabrina Nurqamarani was responsible for the origination of the study, data collection, statistical analysis, report writing, and technical aspects of the article. The second author, LCA Robin Jonathan was responsible for the analysis and discussion sections of the article. The third author, Elvyani NH Gaffar was responsible for the data collection and conceptual framework/literature review of the article. The fourth author, Andi Indrawati was responsible for the data collection, limitation and conclusion sections, and references of the article.

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