

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusions

Based on the results of the research described, the following results are obtained:

1. There is a positive and significant effect of delivery price on satisfaction.

Based on the results, any increase in delivery price will decrease satisfaction, while any decrease in delivery price will increase the satisfaction.

2. There is a positive and significant effect of service quality on satisfaction.

Based on the results, any increase in service quality will result in increased satisfaction.

3. There is a positive and significant effect of satisfaction on repurchase intention.

Based on the results, any increase in satisfaction will increase the repurchasing intention.

5.1.1. Respondent profile

From the respondent profile we can notice that most of the respondents were young to middle aged women with S1 (university degree) education working at a private employer and earning less than 2 million rupiah per month in Yogyakarta city.

5.1.2. Hypothesis testing

Based on the hypothesis testing we can conclude that most of the participants will probably have the repurchase intention in using the go-food services and that delivery price and service quality will both affect the satisfaction in those participants.

5.2. Recommendations

The following suggestions are expected to provide useful input to the parties concerned:

1. Given that the prices of go-food services are already in a good category, it is better for go-jek to improve service quality especially on go-food so that the interest in go-food services also increases.
2. The manager should provide additional facilities so that consumers can enjoy the maximum of choices that are the main attraction of choosing a go-food service.
3. Managers need to add other attractions such as discounts or adding more promo prices that can attract consumers, so that they become regular users of go-food services.

5.3. Limitations

Service quality in this study is measured by four dimensions of service quality. Tangible dimension is not included in this study because research object in this study is service.

Respondents are only 150, not enough for theoretical generalization. For the next research it is necessary to find more respondents.

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APPENDIX

KUESIONER

Bagian 1

Keterangan: pada bagian satu jawaban dengan memberi tanda pada kolom yang disediakan

1. Jenis Kelamin Laki-laki Perempuan
2. Usia 17 – 20 tahun
 21 – 34 tahun
 35 – 49 tahun
 > 49 tahun
3. Pendidikan SLTA/Sederajat/Dibawahnya
 Diploma (D1 – D3)
 Sarjana (S1)
 Pasca Sarjana (S2 – S3)
4. Pekerjaan Pelajar/Mahasiswa
 Pegawai Negeri Sipil/TNI/POLRI
 Pegawai Swasta
 Wiraswasta
 Ibu Rumah Tangga
5. Pendapatan < Rp 2.000.000
 Rp 2.000.000 – Rp 4.000.000
 Rp 4.000.000 – Rp 6.000.000
 Rp 6.000.000 – Rp 8.000.000
 Rp 8.000.000 – Rp 10.000.000
 > Rp 10.000.000

Bagian 2

Keterangan: Pada bagian kedua responden memilih jawaban sesuai kode jawaban berikut dengan memberi tanda pada kolom yang di sediakan

Poin

- 1 Sangat Tidak Setuju = STS

- 2 Tidak Setuju = TS
 3 Netral = N
 4 Setuju = S
 5 Sangat Setuju = SS

A. Harga delivery

Kode	Pernyataan	Kode Jawaban				
A1	Harga layanan pada go-food terjangkau oleh semua kalangan.	<input type="checkbox"/> STS	<input type="checkbox"/> TS	<input type="checkbox"/> N	<input type="checkbox"/> S	<input type="checkbox"/> SS
A2	Harga pada go-food sesuai dengan layanan yang ditawarkan.	<input type="checkbox"/> STS	<input type="checkbox"/> TS	<input type="checkbox"/> N	<input type="checkbox"/> S	<input type="checkbox"/> SS
A3	Harga pada go-food mampu bersaing dan sesuai dengan kemampuan atau daya beli masyarakat.	<input type="checkbox"/> STS	<input type="checkbox"/> TS	<input type="checkbox"/> N	<input type="checkbox"/> S	<input type="checkbox"/> SS
A4	Harga pada go-food sesuai dengan manfaat yang dirasakan.	<input type="checkbox"/> STS	<input type="checkbox"/> TS	<input type="checkbox"/> N	<input type="checkbox"/> S	<input type="checkbox"/> SS

B. Kualitas layanan

Kode	Pernyataan	Kode Jawaban				
	<i>Realibility (Kehandalan)</i>					
B1	Pelayanan dilakukan dengan cepat sesuai dengan waktu yang dijanjikan.	<input type="checkbox"/> STS	<input type="checkbox"/> TS	<input type="checkbox"/> N	<input type="checkbox"/> S	<input type="checkbox"/> SS
B2	Deliver go-food selalu mengupayakan layanan yang bebas dari kesalahan.	<input type="checkbox"/> STS	<input type="checkbox"/> TS	<input type="checkbox"/> N	<input type="checkbox"/> S	<input type="checkbox"/> SS
	<i>Assurance (Jaminan)</i>					
B3	Merasa aman telah menggunakan jasa go-food.	<input type="checkbox"/> STS	<input type="checkbox"/> TS	<input type="checkbox"/> N	<input type="checkbox"/> S	<input type="checkbox"/> SS
B4	Deliver go-food secara konsisten bersikap sopan terhadap para pelanggan.	<input type="checkbox"/> STS	<input type="checkbox"/> TS	<input type="checkbox"/> N	<input type="checkbox"/> S	<input type="checkbox"/> SS
	<i>Empathy (Empati)</i>					
B5	Penampilan deliver go-food sopan dan rapi.	<input type="checkbox"/> STS	<input type="checkbox"/> TS	<input type="checkbox"/> N	<input type="checkbox"/> S	<input type="checkbox"/> SS

B6	Deliver go-food memberikan perhatian secara individual terhadap pelanggan.	<input type="checkbox"/> STS	<input type="checkbox"/> TS	<input type="checkbox"/> N	<input type="checkbox"/> S	<input type="checkbox"/> SS
B7	Deliver go-food memberikan kemudahan dalam pelayanan kepada pelanggan.	<input type="checkbox"/> STS	<input type="checkbox"/> TS	<input type="checkbox"/> N	<input type="checkbox"/> S	<input type="checkbox"/> SS
Responsiveness (Ketanggapan)						
B8	Kecepatan deliver go-food dalam menangani keluhan yang disampaikan pelanggan.	<input type="checkbox"/> STS	<input type="checkbox"/> TS	<input type="checkbox"/> N	<input type="checkbox"/> S	<input type="checkbox"/> SS
B9	Deliver go-food selalu siap membantu kebutuhan pelanggan.	<input type="checkbox"/> STS	<input type="checkbox"/> TS	<input type="checkbox"/> N	<input type="checkbox"/> S	<input type="checkbox"/> SS

C. Niat Beli Ulang

Kode	Pernyataan	Kode Jawaban				
C1	Anda berniat untuk membeli kembali melalui go-food.	<input type="checkbox"/> STS	<input type="checkbox"/> TS	<input type="checkbox"/> N	<input type="checkbox"/> S	<input type="checkbox"/> SS
C2	Anda berniat untuk mencoba variasi menu baru lainnya yang ditawarkan go-food saat anda akan membeli kembali.	<input type="checkbox"/> STS	<input type="checkbox"/> TS	<input type="checkbox"/> N	<input type="checkbox"/> S	<input type="checkbox"/> SS
C3	Anda lebih suka memilih go-food dibanding membeli pada café atau toko menjual makanan lainnya.	<input type="checkbox"/> STS	<input type="checkbox"/> TS	<input type="checkbox"/> N	<input type="checkbox"/> S	<input type="checkbox"/> SS
C4	Anda tidak ragu untuk merekomendasikan go-food kepada teman dan keluarga anda.	<input type="checkbox"/> STS	<input type="checkbox"/> TS	<input type="checkbox"/> N	<input type="checkbox"/> S	<input type="checkbox"/> SS

D. Kepuasan

Kode	Pernyataan	Kode Jawaban				
D1	Anda puas dengan layanan go-food.	<input type="checkbox"/> STS	<input type="checkbox"/> TS	<input type="checkbox"/> N	<input type="checkbox"/> S	<input type="checkbox"/> SS
D2	Anda puas dengan waktu delivery pesanan go-food.	<input type="checkbox"/> STS	<input type="checkbox"/> TS	<input type="checkbox"/> N	<input type="checkbox"/> S	<input type="checkbox"/> SS
D3	Anda lebih puas memilih go-food dibanding membeli pada café atau toko menjual makanan lainnya.	<input type="checkbox"/> STS	<input type="checkbox"/> TS	<input type="checkbox"/> N	<input type="checkbox"/> S	<input type="checkbox"/> SS

DATA PROCESSING RESULTS

Respondents data characteristics

NO	JK	USIA	PENDIDIKAN	PEKERJAAN	PENDAPATAN
1	2	1	1	5	1
2	1	2	3	2	2
3	2	3	4	4	6
4	1	4	3	2	1
5	2	2	3	2	1
6	2	1	1	5	2
7	2	4	3	4	6
8	1	2	3	2	2
9	2	3	3	3	1
10	1	4	3	2	2
11	2	1	1	5	2
12	2	3	4	3	2
13	2	4	2	1	1
14	1	1	1	5	2
15	2	2	3	4	5
16	2	3	4	1	1
17	1	4	3	1	1
18	2	3	4	3	1
19	1	2	3	2	2
20	2	1	1	4	5
21	1	1	1	5	2
22	2	4	3	2	2
23	1	1	2	3	2
24	2	1	1	5	2
25	1	3	4	3	1
26	2	3	4	1	2
27	2	1	1	1	1
28	1	3	4	3	2
29	1	4	2	1	1
30	1	1	1	5	2
31	2	3	4	1	1
32	2	2	3	2	1
33	1	3	3	1	2
34	2	3	3	4	4
35	1	2	3	2	2
36	2	1	1	4	3
37	2	3	4	1	2
38	1	1	1	3	1

39	2	3	4	3	1
40	1	3	3	2	2
41	2	2	3	2	1
42	2	4	3	3	2
43	2	3	4	1	1
44	1	1	1	5	2
45	2	3	4	3	1
46	2	2	3	4	4
47	1	1	1	4	4
48	2	3	4	3	1
49	2	1	1	5	2
50	1	2	3	4	4
51	1	3	4	1	2
52	2	1	1	3	1
53	2	2	3	2	1
54	2	1	1	5	2
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59	2	1	1	3	2
60	1	3	4	3	1
61	2	1	1	5	1
62	2	3	3	4	5
63	1	1	1	1	1
64	2	3	4	3	2
65	1	2	3	1	1
66	2	1	1	4	3
67	1	2	3	3	2
68	2	3	3	1	2
69	2	4	3	1	1
70	1	2	3	3	2
71	2	1	1	1	1
72	2	3	4	3	2
73	1	1	1	3	3
74	2	2	3	2	1
75	2	3	4	1	2
76	2	4	2	3	1
77	1	1	1	3	2
78	1	2	2	3	5
79	2	1	1	3	1
80	1	2	3	2	1
81	2	3	3	2	2
82	2	2	3	4	4

83	1	1	1	5	1
84	2	2	3	2	2
85	1	4	2	3	4
86	2	4	3	1	1
87	2	2	3	3	2
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97	2	1	1	5	2
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102	2	1	1	5	2
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122	1	4	2	3	1
123	1	1	1	5	2
124	1	1	1	1	2
125	1	3	3	1	1
126	2	2	3	3	1

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134	1	2	3	1	2
135	1	1	1	4	4
136	1	4	3	1	1
137	2	3	4	3	2
138	1	1	1	1	1
139	2	2	3	1	2
140	1	2	3	5	1
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142	1	2	3	3	1
143	1	3	1	4	5
144	1	3	4	3	1
145	1	3	1	3	2
146	2	2	3	4	4
147	2	4	3	4	3
148	1	1	1	1	1
149	2	2	3	3	1
150	1	2	3	1	2

Tabulation

No	Harga				Kualitas Layanan									Niat beli ulang				Kepuasan					
					Reliability		Assurance		Emphaty			Responsiveness											
	1	2	3	4	1	2	3	4	5	6	7	8	9	1	2	3	4	1	2	3			
1	4	4	4	4	4	4	4	4	4	4	4	4	3	5	5	5	5	5	5	5	5	5	
2	5	5	5	5	5	5	4	5	5	4	4	5	5	4	4	4	5	4	4	4	5	4	4
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43	5	5	5	4	4	5	3	3	3	4	4	4	5	4	5	5	5	5	5	5
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150	5	4	5	3	4	4	4	4	4	4	3	4	4	3	4	5	5	4	5	5	

Respondents description

Frequencies

Statistics

		jenis_kelamin	usia	pendidikan	pekerjaan	pendapatan
N	Valid	150	150	150	150	150
	Missing	0	0	0	0	0

Frequency Table

jenis_kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	66	44.0	44.0	44.0
	2.00	84	56.0	56.0	100.0
Total		150	100.0	100.0	

usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	38	25.3	25.3	25.3
	2.00	47	31.3	31.3	56.7
	3.00	40	26.7	26.7	83.3
	4.00	25	16.7	16.7	100.0
Total		150	100.0	100.0	

pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	40	26.7	26.7	26.7
	2.00	10	6.7	6.7	33.3
	3.00	71	47.3	47.3	80.7
	4.00	29	19.3	19.3	100.0
	Total	150	100.0	100.0	

pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	39	26.0	26.0	26.0
	2.00	21	14.0	14.0	40.0
	3.00	43	28.7	28.7	68.7
	4.00	23	15.3	15.3	84.0
	5.00	24	16.0	16.0	100.0
	Total	150	100.0	100.0	

pendapatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	67	44.7	44.7	44.7
	2.00	59	39.3	39.3	84.0
	3.00	10	6.7	6.7	90.7
	4.00	9	6.0	6.0	96.7
	5.00	5	3.3	3.3	100.0
	Total	150	100.0	100.0	

Reliability**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.811	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
harga1	12.1667	1.868	.499	.820
harga2	12.0000	1.448	.688	.736
harga3	11.9667	1.551	.812	.681
harga4	12.0667	1.720	.551	.800

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.797	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
r1	30.6000	8.593	.668	.754
r2	30.5333	9.361	.415	.786
as1	30.6000	9.903	.534	.781
as2	30.6667	8.713	.558	.767
emp1	30.6000	8.593	.668	.754
emp2	30.6000	9.352	.497	.777
emp3	30.6000	9.903	.534	.781
res1	30.6333	8.999	.580	.766
res2	31.7000	7.390	.411	.832

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.637	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
nb1	12.7000	.976	.643	.403
nb2	12.8000	.993	.646	.406
nb3	12.6000	1.007	.475	.524
nb4	12.5000	1.500	.029	.814

Reliability**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.805	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
nb1	12.7667	1.495	.744	.701
nb2	12.8667	1.568	.690	.728
nb3	12.6667	1.540	.569	.781
nb4	12.5000	1.500	.520	.814

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.701	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KP1	8.7000	.838	.553	.582
KP2	8.5000	.741	.538	.583
KP3	8.3333	.713	.479	.671

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
harga	150	2.75	5.00	4.0700	.39621
kualitas_pelayanan	150	3.11	5.00	4.0067	.40529
minat_kembali	150	2.75	5.00	4.1167	.39889
kepuasan	150	2.67	5.00	4.1867	.43260
Valid N (listwise)	150				

Frequencies

Statistics

		harga	kualitas_ pelayanan	minat_ kembali	kepuasan
N	Valid	150	150	150	150
	Missing	0	0	0	0

Frequency Table

harga

		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	2.75	1	.7	.7	.7
	3.00	2	1.3	1.3	2.0
	3.25	4	2.7	2.7	4.7
	3.50	9	6.0	6.0	10.7
	3.75	22	14.7	14.7	25.3
	4.00	50	33.3	33.3	58.7
	4.25	32	21.3	21.3	80.0
	4.50	19	12.7	12.7	92.7
	4.75	7	4.7	4.7	97.3
	5.00	4	2.7	2.7	100.0
	Total	150	100.0	100.0	

kualitas_pelayanan

		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	3.11	2	1.3	1.3	1.3
	3.22	3	2.0	2.0	3.3
	3.33	2	1.3	1.3	4.7
	3.44	6	4.0	4.0	8.7
	3.56	9	6.0	6.0	14.7
	3.67	14	9.3	9.3	24.0
	3.78	20	13.3	13.3	37.3
	3.89	17	11.3	11.3	48.7
	4.00	18	12.0	12.0	60.7
	4.11	14	9.3	9.3	70.0
	4.22	6	4.0	4.0	74.0
	4.33	5	3.3	3.3	77.3
	4.44	13	8.7	8.7	86.0
	4.56	6	4.0	4.0	90.0
	4.67	8	5.3	5.3	95.3
	4.78	5	3.3	3.3	98.7
	4.89	1	.7	.7	99.3
	5.00	1	.7	.7	100.0
	Total	150	100.0	100.0	

minat_kembali

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.75	1	.7	.7	.7
	3.00	3	2.0	2.0	2.7
	3.25	2	1.3	1.3	4.0
	3.50	7	4.7	4.7	8.7
	3.75	18	12.0	12.0	20.7
	4.00	45	30.0	30.0	50.7
	4.25	41	27.3	27.3	78.0
	4.50	21	14.0	14.0	92.0
	4.75	6	4.0	4.0	96.0
	5.00	6	4.0	4.0	100.0
Total	150	100.0	100.0		

kepuasan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.67	1	.7	.7	.7
	3.00	2	1.3	1.3	2.0
	3.33	7	4.7	4.7	6.7
	3.67	11	7.3	7.3	14.0
	4.00	53	35.3	35.3	49.3
	4.33	43	28.7	28.7	78.0
	4.67	23	15.3	15.3	93.3
	5.00	10	6.7	6.7	100.0
	Total	150	100.0	100.0	

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	kualitas_pelayanan, harga	.	Enter

a. All requested variables entered.

b. Dependent Variable: minat_kembali

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.813 ^a	.660	.656	.23405

a. Predictors: (Constant), kualitas_pelayanan, harga

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.656	2	7.828	142.892	.000 ^a
	Residual	8.053	147	.055		
	Total	23.708	149			

a. Predictors: (Constant), kualitas_pelayanan, harga

b. Dependent Variable: minat_kembali

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.232	.250		4.929	.000
	harga	.835	.049	.829	16.886	.000
	kualitas_pelayanan	.128	.048	.130	2.646	.009

a. Dependent Variable: minat_kembali

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	kepuasan ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: minat_kembali

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897 ^a	.805	.804	.17682

a. Predictors: (Constant), kepuasan

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.081	1	19.081	610.331	.000 ^a
	Residual	4.627	148	.031		
	Total	23.708	149			

a. Predictors: (Constant), kepuasan

b. Dependent Variable: minat_kembali

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.653	.141		4.636	.000
	kepuasan	.827	.033	.897	24.705	.000

a. Dependent Variable: minat_kembali

