

<p><u>Pengaruh kemampuan integrasi rantai pasokan terhadap kinerja keberlanjutan dengan manajemen rantai pasokan hijau</u> <i>Diamond Crisandhy Pellondou, Wahyuningsih Santosa</i></p>	<p>PDF (BAHASA INDONESIA) 717-728</p>
<p><u>Pengaruh tata kelola perusahaan terhadap kinerja keuangan tahun 2015-2020 pada perusahaan farmasi</u> <i>Mei Sulistiyowati, Riana Rachmawati Dewi, Yuli Chomsatu</i></p>	<p>PDF (BAHASA INDONESIA) 729-737</p>
<p><u>Pengaruh pendidikan kewirausahaan, lingkungan sosial dan motivasi terhadap minat berwirausaha</u> <i>Siti Nurul Khaerani, Puji Handayanti</i></p>	<p>PDF (BAHASA INDONESIA) 738-749</p>
<p><u>Strategi sukses belajar era digital di perguruan tinggi</u> <i>Hamdi Mayulu, Endang Sawitri, Taufan Purwakusumaning Daru, Irsan Tricahyadinata, Boyke Rorimpandey</i></p>	<p>PDF (BAHASA INDONESIA) 750-757</p>
<p><u>Determinan pengungkapan aset biologis perusahaan agrikultur di Indonesia</u> <i>Iwan Setiadi, Nurwati Nurwati, Yumniati Agustina</i></p>	<p>PDF (BAHASA INDONESIA) 758-765</p>
<p><u>Pengaruh online marketing terhadap kepuasan pelanggan makanan minuman khas Riau di Pekanbaru</u> <i>Dewi Sartika, Sri Mulyana</i></p>	<p>PDF (BAHASA INDONESIA) 766-775</p>
<p><u>Prediksi kebangkrutan perusahaan transportasi di Indonesia menggunakan model grover g-score sebelum dan saat terjadi pandemi covid-19</u> <i>Yuniar Fitriyani</i></p>	<p>PDF (BAHASA INDONESIA) 776-785</p>
<p><u>Poverty level analysis in East Nusa Tenggara Province</u> <i>Frederic Winston Nalle, Margareta Diana Pangastuti</i></p>	<p>PDF 786-796</p>
<p><u>Mengelola persaingan menuju pencapaian kinerja perusahaan perbankan yang berdaya saing</u> <i>Muhammad Iqbal</i></p>	<p>PDF (BAHASA INDONESIA) 797-805</p>
<p><u>Analisis kepemimpinan dan lingkungan kerja terhadap kepuasan kerja melalui motivasi pada karyawan</u> <i>Tutik Yuliani, Misna Ariani, Derry Muhammad Fahmi Ihsan</i></p>	<p>PDF (BAHASA INDONESIA) 806-815</p>
<p><u>Pengaruh employer attractiveness, media sosial, dan reputasi organisasi terhadap intensi melamar pekerjaan generasi z</u> <i>Salma Annisa, Sam'un Jaja Raharja, Herwan Abdul Muhyi</i></p>	<p>PDF (BAHASA INDONESIA) 816-825</p>
<p><u>Pengaruh inovasi produk, kualitas produk dan promosi terhadap keputusan pembelian</u> <i>Hasbullah Hasbullah, Muchtar Muchtar</i></p>	<p>PDF (BAHASA INDONESIA) 826-831</p>
<p><u>Bagaimana penanganan kredit macet?</u> <i>Dahyang Ika Leni Wijayani, Syarifah Annisa Nur Zahra Alkaf, Saiful Khozi</i></p>	<p>PDF (BAHASA INDONESIA) 832-839</p>
<p><u>Influence of system, information and digital payment qualities on customer satisfaction of gojek super app</u> <i>Adisthy Shabrina Nurqamarani, Faizal Reza, Nur Fitriani, Eka Yudhyani, Andi Indrawati</i></p>	<p>PDF 840-847</p>
<p><u>Pola hubungan tingkat kesejahteraan dengan emisi gas rumah kaca sektor rumah tangga di Kalimantan Timur (2011-2021)</u> <i>Priyagus Priyagus</i></p>	<p>PDF (BAHASA INDONESIA) 848-854</p>
<p><u>Pengaruh financial literacy, inovasi marketing e-commerce terhadap eksistensi bisnis UMKM</u> <i>Andi Ika Fahrika, Abdi Buhasyim, Juliansyah Roy</i></p>	<p>PDF (BAHASA INDONESIA) 866-864</p>
<p><u>Fisherman's wage perspective with theory of Ferdinand Lassalle and Ji'alah</u> <i>Aning Kesuma Putri Syukri, Ayu Wulandari Daud</i></p>	<p>PDF 865-870</p>
<p><u>A spatial model of community-level poverty: evidence from Indonesian family life survey</u> <i>B.S. Nazamuddin B.S. Nazamuddin, A. Sakir A. Sakir, Fakhrudin Fakhrudin, Riswandi Riswandi</i></p>	<p>PDF 871-878</p>
<p><u>Investment influence on east java economic growth</u> <i>Ignatia Martha H, Sishadiyati Sishadiyati, Muhammad Wahed</i></p>	<p>PDF 879-888</p>
<p><u>The role of agricultural sector in food security and poverty alleviation in Indonesia and Turkey</u></p>	<p>PDF 889-896</p>

<u>Anteseden keterlibatan konsumen dalam media sosial dan minat berkunjung ke restoran lokal</u> <i>Heri Setiawan, Jusmawi Bustan, Rini Rini, Abd Jalaludin Sayuti</i>	PDF (BAHASA INDONESIA) 929-935
<u>Is there a common currency in asean 5? a purchasing power parity and generalized purchasing parity analysis</u> <i>Rifka Ashiyamawati, Siti Aisyah Tri Rahayu</i>	PDF 897-904
<u>Eksplorasi pengelolaan keuangan desa: apakah telah dilaksanakan berdasarkan prinsip transparansi, akuntabilitas, dan partisipatif?</u> <i>Nurhadi Nurhadi, Syamsul Syamsul</i>	PDF (BAHASA INDONESIA) 905-916
<u>Kepemimpinan, budaya organisasi, kecerdasan emosional serta pengaruhnya terhadap kinerja pegawai</u> <i>Hasman Parigi, Rini Yayuk Priyati, Nurul Hidayat</i>	PDF (BAHASA INDONESIA) 917-928
<u>Faktor-faktor yang mempengaruhi volume impor jagung Indonesia dari lima negara eksportir terbesar tahun 2009-2021</u> <i>Fitri Kartiasih, Aqsal Rizky Ramadhani, Kurnia Anisya Fitri, Pikata Asehnino</i>	PDF (BAHASA INDONESIA) 936-947

Editorial Team

Editorial in Chief

1. [Irsan Tricahyadinata](#), Fakultas Ekonomi dan Bisnis Universitas Mulawarman, Samarinda, Indonesia

Editors

1. [Farah Aida Ahmad Nadzri](#), Universiti Teknologi MARA, Malaysia
2. [Nafsiah Mohamed](#), Accounting Research Institute, Universiti Teknologi MARA, Malaysia
3. [Mohd Hairul Azrin Haji Besar](#), UBD School of Business and Economics (UBDSBE) Universiti Brunei Darussalam, Brunei Darussalam
4. [Normah Hj Omar](#), Accounting Research Institute, Universiti Teknologi MARA, Malaysia
5. [Felisitas Defung](#), Faculty of Economics and Business, Mulawarman University, Indonesia
6. [Erwin Susilo](#), Sekolah Tinggi Ilmu Ekonomi Balikpapan, Indonesia
7. [Hendryadi Hendryadi](#), Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta, Indonesia
8. [Rinto Alexandro](#), Universitas Palangka Raya, Indonesia
9. [Ahmad Yunani](#), Faculty of Economics Lambung Mangkurat University, Indonesia
10. [Abdul Gafur](#), Fakultas Ekonomi dan Bisnis Universitas Mulawarman, Samarinda, Indonesia
11. [Irwan Gani](#), Faculty of Economics and Business Mulawarman University, Indonesia
12. [Rizky Yudaruddin](#), Fakultas Ekonomi dan Bisnis, Universitas Mulawarman, Indonesia
13. [Paulus Sukapto](#), Parahyangan Catholic University
14. [Wulan I R Sari](#), Faculty of Economics and Business, Mulawarman University, Indonesia

Layout Editor

1. [Rizki Fakhrowan](#), Fakultas Ekonomi dan Bisnis Universitas Mulawarman, Samarinda, Indonesia
2. [Bayu Dwi Dharma](#), Faculty of Economics and Business Mulawarman University,, Indonesia



INOVASI

JURNAL EKONOMI, KEWIRAJAAAN
DAN MANAJEMEN

FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS MULAWARMAN

- ABOUT
- LOGIN
- REGISTER
- SEARCH
- CURRENT
- ARCHIVES

Home > Vol 18, No 4 (2022) > **Nurqamarani**

Influence of system, information and digital payment qualities on customer satisfaction of gojek super app

Adisthy Shabrina Nurqamarani, Faizal Reza, Nur Fitriani, Eka Yudhyani, Andi Indrawati

Abstract

In the era where technology and big data play the key role in determining success, a lot of startups emerged utilizing the opportunities to grab market, Gojek is one of the successful startups which claimed itself as the first super-app in the world. Despite its claim, Gojek faces intense competition with Grab, another super-app in Indonesia, and therefore ensuring qualities in its application hold important role to determine customer satisfaction to maintain the market. This study aims to analyze the effect of qualities attributes of system, information, and digital payment on customer satisfaction of Gojek Super Application through a sample of 100 respondents which were selected through purposive sampling method. The result revealed that system, information, and digital payment quality affected customer satisfaction significantly both partially and simultaneously. This research recommends Gojek to evaluate the service quality in its super app by considering the qualities of system, information and digital payment to improve customer satisfaction.

Keywords

Customer satisfaction; system quality; information quality; digital payment quality

References

- Anggraeni, Ni Made Savitri & Yasa, N. N. K. (2017). E-Service Quality Terhadap Kepuasan Dan Loyalitas Pelanggan Dalam Penggunaan Internet Banking. *Jurnal Keuangan Dan Perbankan*, 16(2).
- Bauer HH, Falk T, H. M. (2006). E-TransQual: A Transaction Process-Based Approach for Capturing Service Quality in Online Shopping. *Journal of Business Research*, 59(7).
- Fauzi, A. A. (2018). Electronic Service Quality on Mobile Application of Online Transportation Services. *Jurnal Manajemen Indonesia*, 18(1). <https://doi.org/10.25124/jmi.v18i1.1256>
- Felicia, L. (2016). 4737-9015-1-SM.pdf. *Agora*, 4(Pengaruh E-Service Quality Terhadap Loyalitas Pelanggan Go-Jek Melalui Kepuasan Pelanggan), 6.
- Freischlad, N. (2017). Go-Jek is beating Uber and Grab at home, claims CEO Nadiem Makarim. Retrieved June 30, 2019, from TECHINASIA website: <https://www.techinasia.com/gojek-beating-uber-grab>
- Ghozali, I. (2008). *Structural Equation Modeling: Teori, Konsep, dan Aplikasi dengan Program Lisrel 8.80*. Semarang: Badan Penerbit Universitas Diponegoro.

- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention. *European Journal of Marketing*, 37(11/12), 1762-1800. <https://doi.org/10.1108/03090560310495456>
- Kleijnen, M., Ruyter, K. d. and Wetzels, M. (2004). Consumer adoption of wireless services: discovering the rules, while playing the game. *Journal of Interactive Marketing*, 18(2), 51-61.
- Kleijnen, M., Ruyter, K. d. and Wetzels, M. (2007). An assessment of value creation in mobile service delivery and the moderating role of time consciousness. *Journal of Retailing*, 83(1).
- Kotler, P., Armstrong, G., and Opresnik, M. O. (2017). *Principles of Marketing (17e Global)*. Harlow: Pearson Education Limited.
- Kursunluoglu Yarimoglu, E. (2015). A Review of Service and E-Service Quality Measurements: Previous Literature and Extension. *Journal of Economic and Social Studies*, 5(1), 169-200. <https://doi.org/10.14706/jecoss115110>
- Lee, M.S.Y., McGoldrick, P.J., Keeling, K.A. and Doherty, J. (2003). Using ZMET to explore barriers to the adoption of 3G mobile banking services. *International Journal of Retail*, 31(6), 340-348.
- Mulyasari, H., Dan, T. T. B., & Wijaya, A. B. M. (2014). Analisis Jenis Sistem Pembayaran Elektronik Dalam Transaksi E-Commerce Di Indonesia. *Seminar Nasional Teknologi Informasi Dan Komunikasi, 2014(Sentika)*, 2089-9813. Retrieved from [https://fti.uajy.ac.id/sentika/publikasi/makalah/2014/\(16\).pdf](https://fti.uajy.ac.id/sentika/publikasi/makalah/2014/(16).pdf)
- Ngoc Duy Phuong, N., & Thi Dai g, T. (2018). Repurchase Intention: The Effect of Service Quality, System Quality, Information Quality, and Customer Satisfaction as Mediating Role: A PLS Approach of M-Commerce Ride Hailing Service in Vietnam. *Marketing and Branding Research*, 5(2), 78-91. <https://doi.org/10.33844/mbr.2018.60463>
- Noorshella, C. N., Abdullah, A. M., & Nursalihah, A. R. (2015). Examining the key factors affecting e-service quality of small online apparel businesses in Malaysia. *SAGE Open*, 5(2), 1-10. <https://doi.org/10.1177/2158244015576550>
- Ponnappa, S. (2019). What is a "Super App"? - GO-JEK Product + Tech. Retrieved from <https://blog.gojekengineering.com/what-is-a-super-app-4f2d889451e6>
- Pratama, A. H. (2016). Kilas Balik Perkembangan Layanan Transportasi Online di Tahun 2016. Retrieved June 30, 2019, from TECHINASIA website: <https://id.techinasia.com/kilas-balik-perkembangan-transportasi-online-sepanjang-tahun-2016>
- Santoso, A., and Aprianingsih, A. (2017). The Influence of Perceived Service and E-Service Quality to Repurchase Intention The Mediating Role of Customer Satisfaction Case Study: Go-Ride in Java. *Journal of Business and Management*, 6(1).
- Sari, N., & Yuniarti, Y. (2011). Analysis Of Go Jek E-Service Quality And Its Effect On Customer Satisfaction In Jambi City. 16-20.
- Satrya, D. G. (2015). Go-Jek, Sociopreneurship yang Mengagumkan. *Bisnis Indonesia*, p. 2. Retrieved from <https://www.uc.ac.id/library/go-jek-sociopreneurship-yang-mengagumkan/>
- Siagian, K. (2018). Gojek Claims Performance "Milestone", Transaction Exceeds 127 Trillion Rupiah in 2018. Retrieved June 30, 2019, from DailySocial.id website: <https://dailysocial.id/post/gojek-claims-performance-milestone-transaction-exceeds-127-trillion-rupiah-in-2018>
- Silalahi, S. L. B., Handayani, P. W., & Munajat, Q. (2017). Service Quality Analysis for Online Transportation Services: Case Study of GO-JEK. *Procedia Computer Science*, 124, 487-495. <https://doi.org/10.1016/j.procs.2017.12.181>
- Tan, F.B. and Chou, J. P. C. (). (2008). The relationship between mobile service quality, perceived technology compatibility, and users' perceived playfulness in the context of mobile information and entertainment services, *Interaction. International Journal of Human-Computer*, 24(7).
- Wang, K. and Lin, C. L. (2012). The adoption of mobile value-added services: investigating the influence of is quality and perceived playfulness. *Managing Service Quality*, 22(2), 184-208.

Zeithaml, V. A., Parasuraman, A., Malhotra, A. (2002). Service quality delivery thought websites: A critical review of extant knowledge. *Journal of Academy of Marketing Science*, 30, 362-375.

DOI: <https://doi.org/10.30872/jinv.v18i4.11786>

Refbacks

- There are currently no rebfacks.

Copyright (c) 2022 Adisthy Shabrina Nurqamarani, Faizal Reza, Nur Fitriani, Eka Yudhyani, Andi Indrawati

Indexing:



Editorial Address

Faculty of Economics and Business, Mulawarman University

Jl. Tanah Grogot No.1 Samarinda Kalimantan Timur 75119

Email: jinv.feb.unmul@gmail.com



INOVASI: Jurnal ekonomi, keuangan dan manajemen

pISSN: 0216-7786 eISSN: 2528-1097 is licensed under **Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License**

[View My Stats](#)