

## Usability dan customer experience aplikasi daring ojek: studi kasus Go-jek = Usability and customer experience of online taxi motorbike: the case of Go-jek

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### Abstrak

Teknologi seperti internet dan perangkat bergerak mempengaruhi gaya hidup manusia. GO-JEK salah satu layanan transportasi pemesanan daring di Indonesia memberikan pengalaman baru dalam menggunakan transportasi. Penting bagi penyedia layanan aplikasi transportasi untuk menjaga intensi penggunaan aplikasi. Usability merupakan salah satu komponen utama aplikasi.

Pemahaman terhadap usability dapat membantu perusahaan atau penyedia layanan aplikasi transportasi untuk meningkatkan intensi penggunaan. Saat ini, konsumen lebih sadar terhadap kualitas layanan sehingga customer experience menjadi krusial bagi perusahaan. Keputusan konsumen dalam menggunakan produk atau layanan dipengaruhi oleh customer experience.

Penelitian ini fokus pada pemahaman customer experience pengguna aplikasi sepeda motor dengan menganalisis hubungan usability aplikasi terhadap customer experience dan nilai penggunaannya. System Usability Scale SUS dan Customer Experience Quality EXQ digunakan dalam model penelitian. Data dikumpulkan menggunakan kuesioner n=559 dan dianalisis menggunakan PLS-SEM.

Hasil analisis menunjukkan usability aplikasi berpengaruh positif terhadap customer experience. Dimensi customer experience selain outcome focus berpengaruh positif terhadap customer satisfaction. Namun, customer satisfaction tidak dipengaruhi oleh outcome focus. Customer satisfaction mempengaruhi loyalitas dan Word-of-Mouth WOM. Loyalty berhubungan positif terhadap WOM.

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Technology creates new ways of conducting business and changing the way people communicate, interact, and entertain. GO-JEK as motorcycle ride-hailing phone service in Indonesia brings a different experience from conventional taxi motorbike to online taxi motorbike. However, learning through experience, humans are not perfect users. The mobile application depends on its usability.

Understanding usability of the mobile application can help increase user continuous improvement. It is essential for the mobile taxi booking application's service providers to know how to keep their present users and to know how the users develop their continuance intent. By understanding the customer experience, its drivers, and outcomes become crucial, especially when experiences are the core of the service offering.

This study focuses on understanding the customer experience of Online Taxi Motorbike, by analyzing the perceived usability of online taxi motorbike application to the customer experience of services and the value of use it. The structural model adopted from a combination of System Usability Scale SUS and Customer Experience Quality EXQ. The data are collected by questionnaire n=559 and analyzed using PLS-SEM. The result is the usability of application positively relates to customers experience. The customer experience dimensions except for outcome focus relate to customer satisfaction. However, the customer satisfaction is not influenced by the outcome focus. Satisfactions influence the loyalty and Word-of-Mouth WOM. And loyal customer positively relates to WOM.