THE INFLUENCE OF PERCEIVED SERVICE AND E-SERVICE QUALITY TO
REPURCHASE INTENTION THE MEDIATING ROLE OF CUSTOMER
SATISFACTION CASE STUDY: GO-RIDE IN JAVA

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Abstract. Repurchase intention in the business world becomes critical to increasing the
company's revenue. One of them is by improving the service quality which impacts on improving
customer satisfaction and repurchase intention by customers. This study examined the
relationship between the influence of the service quality and e-services quality toward
repurchase with customer satisfaction as the intermediate variable. This research especially
examines Go-Ride service from Go-Jek Indonesia in Java with the number of respondents of 415
respondents were obtained through a questionnaire. Data analyzed with multilinear regression
and path analysis with classical assumption test. This study found that simultaneous or partially
perceived service quality, perceived e-service quality, and customer satisfaction has a significant
relationship to repurchase intention that determined with sig <0.005. The magnitude of the
effect of service quality towards repurchase intention is 0.075, e-service quality 0.569, customer
satisfaction towards repurchase intention is 0.74. This study found that customer satisfaction has
an important effect to increase the repurchase intention of Go-Ride by Go-Jek Indonesia.

Keywords: service quality, e-service quality, customer satisfaction, repurchase intention

Introduction

Recently emerged a new trend in online shopping. Not only selling goods, but offers transportation
services. This type of business rise as an answer and a solution to social problems such as congestion
and the needs of the market that has a high mobility. It is relatively new in Indonesia and only a few
companies that provide this service. Online transportation itself, appeared in Indonesia in 2010 by
Go-Jek Indonesia by introducing Go-Ride. Go-Ride is an ojek that can be ordered online by mobile
application. They are first company in Indonesia which offer online transportation, but become
popular in 2014. After that, there are some companies that also offer same services. The high level
of this competition certainly requires appropriate strategies to win the market. Todays, most of
related companies apply the low price to win the market. Based on the field observation, Gojek,
Uber and Grab give the promotion with price which lower than conventional transportation price.

Unfortunately, this price get the controversy from the conventional transportation company. They
think that set of the price violate the regulation of pasal 20 UU NO 5 1999, which set the price under
production and operational cost or can be said as the predatory price. It because the consumers
prefer to use them (Go-Jek, Uber, and Grab) than conventional transportation, so it can threaten
the sustainability of conventional transportation business. This strategy may good impact in short
term, but not sustainable for the long term. If they always set the lower price under operational cost
to gain the customers and win the market competition, they will not sustain and need much of
money to subsidies this strategy. Even, Go-jek Indonesia still has deficit cash flow until now, due to the cost to promotion and subsidies (Go-Jek Management, 2016). In other hand, Nadiem Makarim (2016) CEO and Founder of Go-jek Indonesia said that they cannot run the business like burn the money, they always should give subsidies and promotion under their operational cost. If this strategy always utilize low price, they need much investment. Therefore, they need to make the other strategy, not only pricing strategy to lead the market and gain the customers. The other strategies that can be implemented by online transportation are increasing the service and e-service quality to increase customer satisfaction. As the company certainly want customers who are loyal to their services. This can be shown by the repurchase which carried out by the customers. The sustainability of the business depends on the repurchase intention of their customers. It is said by Cronin (2000) consumer repurchase intention becomes the key to sustain and success in the business globally.

Based on the literature (Oliveria, Roth & Gilland, 2002; Liu & Suomi, 2007) service quality is an important instrument in developing a competitive advantage in online retailing. This could be done by providing a high-quality service to consumers (Li & Suomi, 2007). Outstanding service quality will encourage consumers to re-open the service companies that will foster a sense of loyal customers to the company. According to previous research, good service quality affects customer satisfaction which will affect positively on customer repurchase intention on the same seller (Liu, 2012; Kim, 2005; Rust & Oliver, 1995). Kim (2005) argues that companies that provide high e-services quality to satisfy the desires and needs of consumers besides of will gain a competitive advantage over competitors would also encourage consumers to return to the company. E-service quality is a determinant of competitive advantage and factor in the long-term success of firms (Parasuraman et al., 2005).

Besides of service quality, it is also encouraging the creation of repurchase intention is customer satisfaction. According Heiller et al. (2003), overall customer satisfaction associated to the intensity to reuse services from the same provider. Khalifa and Liu (2007) also emphasized that when consumers are satisfied with an online shop then repurchase intention of consumers to shop online will increase. Consumers who purchased from the same company have a tendency to become loyal customers and provide direct impact on the success of the company in the future. Moreover, by maintaining the existing customers are five times more profitable than seeking new customers (Gupta & Kim, 2007).

Therefore, the important of service and e-service quality and customer satisfaction from the customer, so the research will examine the perceived service quality towards the service of Go-Ride by Go-Jek Indonesia. Perceived service and e-service quality will shows the level of service quality and its relationship with customer satisfaction which can effect repurchase intention.

**Research Objective**

a) To understand the relationship between perceived service and e-service quality with Customer Satisfaction of Go-Ride in Java  
b) To understand the relationship between perceived service and e-service quality with repurchase intention of Go-Ride in Java  
c) To understand relationship between customer satisfaction with repurchase intention of Go-Ride in Java

**Research Question**

The research questions are needed to answer and solve the problems statement of this research. Below are the research questions:

a) What is perceived service and e-service quality have positive relationship with Customer Satisfaction of Go-Ride in Java?
b) What is perceived service and e-service quality have positive relationship with repurchase intention of Go-Ride in Java?
c) What is the customer satisfaction has positive relationship with repurchase intention of Go-Ride in Java?

Theoretical Framework

Service Quality
Service quality becomes important factor of developing a competitive advantage in e-commerce. It is one of the most critical elements for maintaining long-term relationships with customers, building customer loyalty, and encouraging repeat purchases (Li & Suomi, 2007). Therefore, service quality has a greatly effects both customer satisfaction and customer loyalty and a significant factor in determining the failure and success of an online business by influencing online customer shopping experiences (Tung Hsuan Liu, 2012). Chase, 2008).

The assessment of service quality is largely based on servqual by Parasuraman et al.’s (1988) original development of the measure of perceived service quality. There are 5 dimension of service quality, they are tangible, reliability, responsiveness, empathy, and assurance.

![Servqual of Service Quality](image)

According to the factors that influence the service quality, the researcher chooses 4 indicators which correlated to build the service quality. It is based on the previous research that choose the indicators which correlated with the study (Ristiana & Effy, 2013). The indicators that can be used are tangible, reliability, empathy, and assurance.

E-service Quality
E-service quality is defined as overall customer evaluations and judgments regarding the excellence and quality of e-service delivery in the virtual marketplace (Santos, 2003). Prior studies on service quality measures have been applied to assess the quality of virtual community websites (Kuo, 2003), satisfaction with e-commerce channels (Devaraj et al., 2002), and determinants of website success (Liu & Arnett, 2000). The measurement is the development of a concept that has been proposed by Parasuraman in 1998 on servqual. E-SQ has seven dimensions, namely efficiency, fulfillment, system availability, privacy, responsiveness, compensation and contact. Meanwhile Li, Liu and Suomi (2009) suggested the measurement scale consists of nine dimensions taken from the company’s perspective and the perspective of the consumer. Nine of these dimensions is ease of use, website design, reliability, responsiveness, system availability, empathy, experience, privacy, and trust. The research will use 7 indicators that correlated with the study, they are security, reliability, responsiveness, application design, trust, ease of use and fulfillment.
Perceived Service Quality
Perceived service quality is defined as consumers’ judgment about business’s overall distinction or dominance (Parasuraman, Zeithaml & Berry, 1988). In simple words Jiang and Wang, (2006) defined it as the consumer’s evaluation of the service performance received and how it compared with their expectation. Another aspect Jiang and Wang, (2006) pointed out that, evaluations are not based on service attributes; rather these depend on a customer’s feelings or memory. So, customers measure service quality in terms of how much pleasure they have received from a service.

Customer Satisfaction
Heiller et al., (2003) defines customer satisfaction as the overall feeling of happiness and satisfied perceived by consumers, resulting from the ability to meet the wishes, expectations and needs of consumers in respect of services provided by the company. Kotler (2000) defines customer satisfaction as a result perceived by consumers on the performance of companies according to their expectations. Spais and Vasileiou, 2006) and Wisnalmawati (2005) defines customer satisfaction as the level of feeling glad or disappointed from customers after comparing the perceived performance or results to expectations.

Repurchase Intention
Repurchase intention is customer behavior to respond positively to the quality of service of a company and intend to make a return visit and reintroduce the products of the company (Cronin, 2000). Repurchase intention is defined as an individual consideration associated with the purchase of a product from a company, which is influenced by environmental conditions (See Hellier et al., 2003, Spais and Vasileiou 2006, Atchariyachanvanich et al., 2006). Repurchase intention is the intention to repurchase for a product twice or more, whether the same product or different (Zeng, Zuahao, Rong, and Zhilin, 2009).

Hypothesis Development

![Figure 2.3 Research Framework](image)

H1 : Perceived service quality has positively relationship with Customer Satisfaction
H2 : Perceived E-service Quality has positively relationship with Customer Satisfaction
H3 : Perceived Service quality has positively relationship with Repurchase Intention
H4 : Perceived E-service Quality has positively relationship with Repurchase Intention
H5 : Customer Satisfaction has positively relationship with Repurchase Intention

Methods
2.1 Research Design
In this research, researcher uses quantitative data. It means that the data that will be conducted will formed in number. According the type of data, researcher will uses questioner to collect the data. For making the research more structured, researcher will use research design as seen in Figure 3.1
Figure 2.1 Research Design

Population and Sample

Population
The population for this research is the people who have used the service from the Go-jek (Go-ride), it’s determined by the total people who have downloaded the application from google playstore and app store. The total population is about 11 millions users.

Sample
In this section, researcher will calculate and explain the number of sample that needed for the research.

Calculate the number of samples
To determine the number of samples that researcher needed based on the total population, researcher will use Slovin formula with error rate 5% to calculate the minimum number of samples.

Slovin Formula:

\[ n = \frac{N}{1 + Ne^2} \]

So, for the total population about 11 millions, the number of samples are:

\[ n = \frac{11,000,000}{1+(11,000,000 \times 0.05^2)} = \frac{11,000,000}{27501} = 399.98 \approx 400 \]

According to the calculation above, the minimum number of samples that researcher needed is 400 respondents.

Sampling Method
The researcher will use non-probability sampling method which is using judgemental sampling. The target respondents is the people who have used service of Go-ride from Go-jek Indonesia.

Data Collection
In collecting the data, researchers will conduct a survey using a questionnaire. Selection of this method due to the large population and scattered in various cities in Java (Only for the cities which has available of Go-jek). The questionnaire would used the Likert Scale, which score ranges 1 until 5. The number 1 represent the lowest score and 5 represent the highest score.

Validity
Validity is the degree to measure the accuracy of the supposed. The researcher uses Spearman rank-order correlation coefficient. The result from the calculation of the data which determined by rs (value of pearson correlation) compared with the Spearman table with 95% of confidence interval. The rs which higher than r table would be accepted.

Reliability
Reliability represents to what extent the observed variable measures the real value and is “error free” (Hair & Black, 2006). The research would used Chronbach Alpha to test the questionnaire’s reliability. The reliability coefficient normally ranges between 0 and 1. The greater value or closeer to 1, the greater consistency of the items.
Data Analysis Method
Below are the data analysis method that would be used by the researcher to analyse the data from the questionnaire:

SPSS
The research used SPSS to make statistical calculation of the data. It would be used to measure the validity and reliability, and also the linear regression.

Multi Linear Regression
Linear regression is a statistical method which used to denote the extent of linear relationship between the dependent variable and one or more independent variables. The objective of linear regression is to determine the value of the dependent variable based on the values of one or more independent variables. In this case, the researcher will utilize the multiple regression, it is because the data uses more than one independent that influence dependent variables.

Path Analysis
Path analysis is used to delineate and test the model of the relationship between variables in the form of causation (Sugiyono: 2009). According to Hair & Black (2006), path analysis conducts simple bivariate correlations to predict the relationships each variable in a system of structural equations. It is also to understanding the strength of relationship between each variable. It can contribute the direct relationship or indirect relationship towards dependent variable.

Results and Discussion

Validity

Table 3.1 Validity Result

<table>
<thead>
<tr>
<th>Correlations</th>
<th>X1</th>
<th>X2</th>
<th>X3</th>
<th>Y</th>
<th>Score_Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1 Pearson Correlation</td>
<td>1</td>
<td>.694**</td>
<td>.618**</td>
<td>.469**</td>
<td>.869**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>415</td>
<td>415</td>
<td>415</td>
<td>415</td>
<td>415</td>
</tr>
<tr>
<td>X2 Pearson Correlation</td>
<td>.694**</td>
<td>1</td>
<td>.729**</td>
<td>.620**</td>
<td>.939**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>415</td>
<td>415</td>
<td>415</td>
<td>415</td>
<td>415</td>
</tr>
<tr>
<td>X3 Pearson Correlation</td>
<td>.618**</td>
<td>.729**</td>
<td>1</td>
<td>.789**</td>
<td>.825**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>415</td>
<td>415</td>
<td>415</td>
<td>415</td>
<td>415</td>
</tr>
<tr>
<td>Y Pearson Correlation</td>
<td>.469**</td>
<td>.620**</td>
<td>.789**</td>
<td>1</td>
<td>.720**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>415</td>
<td>415</td>
<td>415</td>
<td>415</td>
<td>415</td>
</tr>
<tr>
<td>Score_Total Pearson Correlation</td>
<td>.869**</td>
<td>.939**</td>
<td>.825**</td>
<td>.720**</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>415</td>
<td>415</td>
<td>415</td>
<td>415</td>
<td>415</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
According to the value of rs, it can be concluded that with 415 respondents and confident interval 95%, all the variables is valid.

3.2 Reliability

<table>
<thead>
<tr>
<th>Table 3.2 Reliability Result</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Reliability Statistics</strong></td>
</tr>
<tr>
<td>Cronbach's Alpha</td>
</tr>
<tr>
<td>-------------------</td>
</tr>
<tr>
<td>0.953</td>
</tr>
</tbody>
</table>

The data has reliability score 0.953. It means that the data has high reliability which close to the 1.

Path Analysis

The Relationship Between Perceived Service And E-Service Quality Toward Customer Satisfaction

In the calculation, perceived service quality as the $x_1$, perceived e-service quality as the $x_2$, and customer satisfaction is $x_3$. The equation of this model is:

$$x_3 = x_3 x_1 + \rho x_3 x_2 + \varepsilon$$

4.1 Equation Model

<table>
<thead>
<tr>
<th>Figure 4.8 Structural Model 1</th>
</tr>
</thead>
</table>

Table 4.6 Model

<table>
<thead>
<tr>
<th>Regression Summary Multiple</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
<tr>
<td>-------</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>1</td>
</tr>
</tbody>
</table>

Simultaneously, perceived service and e-service quality have significant influence toward the customer satisfaction. It determines by the value of significance 0.000, it means that value of significantly less than confident value 95%. The value of significance also explained by the R square. They have value 0.556. This value means that service and e-service quality give the influence 0.556 point or 55.6% toward customer satisfaction, and 44.4% explained by the other factors excludes these variable.

Table 4.7 Anova Result
According to the table 4.7, it shows that the value of significancy is 0.000, it means that the value is less than 0.05 (probability value). It can be concluded that the variable $x_1$ and $x_2$ is simultaneously influenced and significant toward $x_3$. Based on the result, so the researcher rejects Ho and accept H1 and H2. It means that service and e-service quality simultaneously influence and have significant relationship to the customer satisfaction.

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>119.606</td>
<td>2</td>
<td>59.803</td>
<td>258.072</td>
<td>.000</td>
</tr>
<tr>
<td>Residual</td>
<td>95.473</td>
<td>412</td>
<td>0.232</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>215.079</td>
<td>414</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 4.8 Coefficients Result

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>-0.279</td>
<td>0.194</td>
<td>-1.44</td>
<td>0.151</td>
</tr>
<tr>
<td>Perceived Service_quality</td>
<td>0.26</td>
<td>0.054</td>
<td>0.218</td>
<td>4.78</td>
</tr>
<tr>
<td>Perceived E_service_quality</td>
<td>0.888</td>
<td>0.07</td>
<td>0.578</td>
<td>12.688</td>
</tr>
</tbody>
</table>

Table 4.8 shows that each variables independents have significant influence toward dependent variable ($x_3$). It determined by the value of significancy is 0.000 (less than alpha). In the standardized coefficients can be shown that service quality has influenced contribution as 0.218 and e-service quality has contribution as 0.578.

The Relationship Between Service And E-Service Quality, Customer Satisfaction Toward Repurchase Intention. The second past will be explained the influence of service and e-service quality, customer satisfaction toward repurchase intention. Measurement still utilize the multiple linear regression. Below are the second equation:

\[ Y = Yx_1 + \beta Yx_2 + \beta Yx_3 + \epsilon \ldots \ldots \text{first equation} \]

4.2 Second Equation
According to the table 4.9, service quality, e-service quality, and customer satisfaction simultaneously influence the repurchase intention. It determined by the value 0.000 of significancy, this value is less than the alpha value (0.05). Value of the significant also explained by the value of R square. R square has value 0.628 or 62.8%. It means that the three of independent value can influence the dependent value of 62.8%, and the residual as 37.2% is explained by the others factors exclude the model.

Based on the table 4.10, it can be concluded that each variable ($x_1, x_2, x_3$) have significant contribution to influence repurchase intention ($Y$). It was determined by the value of the significance which is 0.000. This value is less than the alpha value (0.05). So, the researcher rejects the $H_0$ and accept the $H_3$, $H_4$, and $H_5$. 

**Table 4.11 Coefficients Result**

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


Table 4.11 shows the result of the coefficients from each variable. Variable $x_1, x_2, x_3$ have significant influence toward $Y$. It shown by the value of the significance which less than alpha value, they are 0.045, 0.004, and 0.000. Each variable have different contribution influence, service quality gives negative contribution with the value of -0.086, e-service quality has positive contribution with value of 0.141, and customer satisfaction gives positive contribution of 0.74. According to the value of the contribution, it can be concluded that customer satisfaction has highest contribution value as 0.74 or 74% toward repurchase intention. E-service quality also has positive contribution and service quality gives negative contribution value.

Table 4.11 Coefficients Regression Result

<table>
<thead>
<tr>
<th></th>
<th>B</th>
<th>Std. Error</th>
<th>Beta</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>0.743</td>
<td>0.176</td>
<td>4.232</td>
<td>0.000</td>
</tr>
<tr>
<td>Service_quality</td>
<td>-0.102</td>
<td>0.051</td>
<td>-0.086</td>
<td>2.011</td>
</tr>
<tr>
<td>Eservice_quality</td>
<td>0.214</td>
<td>0.075</td>
<td>0.141</td>
<td>0.004</td>
</tr>
<tr>
<td>Customer_Satisfaction</td>
<td>0.733</td>
<td>0.045</td>
<td>0.74</td>
<td>16.44</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Repurchase_Intention

Conclusions

Research Question Conclusion
According to the result, it can be concluded that perceived service and e-service quality have significant relationship toward the customer satisfaction. It determined by the value of sig. that less than 0.05. Perceived service and e-service quality as the exogenous variable has significant relationship toward endogenous variable. Below are the summary of the result:
a. Perceived service and e-service quality have positive relationship to the customer satisfaction. It is determined by the value of sig. that less than 0.005. The contribution effect of perceived service quality is 0.218 and e-service quality is 0.578. It means that researchers can rejects Ho and accept H1 and H2. This result shows that service and e-service quality is important factors that should have to maintain, s the customer satisfaction will increase.
H1: Perceived service quality has positively relationship with Customer Satisfaction (accepted)
H2: Perceived e-service quality has positively relationship with Customer Satisfaction (accepted)
b. Perceived service and e-service quality have positive relationship to the repurchase intention. Perceived service quality has direct effect -0.086 and indirect effect 0.161 towards repurchase intention, so the total effect is 0.075. Perceived e-service quality has indirect effect 0.428 and direct effect 0.141, so the total effect is 0.569. So, the Ho can be reflected and accept H3 and H4.

H3: Perceived Service quality has positively relationship with Repurchase Intention (accepted)

H4: Perceived E-service quality has positively relationship with Repurchase Intention (accepted)

c. Customer satisfaction has positive relationship to repurchase intention

Based on the result, as the mediating role of perceived service and e-service quality, customer satisfaction has the highest contribution effect to the repurchase intention. The value of sig. is 0.000. It means that customer satisfaction has significan relationship with repurchase intention. The value of contribution effect from customer satisfaction to repurchase intention is 0.74. It means that each of changes in the repurchase intention, customer satisfaction will give contribution as 74% and 26% explained by the other factors. So, the researcher reject Ho and accept H5.

H5: Customer Satisfaction has positively relationship with Repurchase Intention (accepted)

Recommendation

Recommendation for Go-Jek Indonesia and Related Company

For the Go-Jek and related company, this study is beneficial to provides the data about the relationship between service and e-service quality to repurchase intention with mediating role of customer satisfaction. The result is shown that service quality, e-service quality, and customer satisfaction have high significant relationship with the repurchase intention. Repurchase intention becomes important thing for the company to increase their sales or order. Based on the result, the company has to increase their service and e-service quality, so the customer satisfaction and repurchase intention also be increase. It can be done by doing the standart services from the drivers and also application toward their customers. By providing standart service, so all the drivers will serve the customers well and appropriate with the company rules. In other hands, the company also should to increase their application performances, so it will help the customer easily to use the ojek from the company.

The demography data also can be analyzed to make some of the strategies to increase the sales, they are:

a. The most of the respondents is as the students with the spending expense about Rp1.500.000,00 – Rp2.500.000,00, so the company can makes the strategy to give the promotion that special for the students, such as discount for certain days, subsidies if the students have good achievement, or join to the event that related to the students activities to increase brand awareness

b. There are the customers of the Go-Ride that also have regular activities that go work to the office or to the school, so the company can gives the promo like discount or free ride if the total of the order has reach certain number

c. Give the easiness to the customers who have regular activities, so they can easy to find the driver even in the rush hours

d. Expands the service to the cities which have high the potential customers

Further Research

For further research, it can be examine the other service, such as the online transportation that utilize the car or the ojek from the other company. It is also possible to research with the bigger variable and indicators, bigger location, bigger sample, and perhaps the other related company. For example, it can research the effect of the service and e-service quality towards repurchase intention with case study in Uber or Grab or the other related company. The further research also can develop the bigger dependent and independent variables so it can more explained the relationship among variables. The research in the other company is also needed to get the comparison between their services and e-service quality toward repurchase intention with mediating role of customer satisfaction.
References


