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Enhancement Reuse Interest Based on Quality of Gojek Application Services and Application User Experience

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ABSTRACT

Gojek is a well-established transportation service brand in Indonesia, noted for its extensive array of services, competitive pricing, and the high level of convenience it provides for users. The purpose of this study was to analyze the effect of both application service quality and user experience on service reuse intention. Furthermore, it examined the role of user satisfaction as an intervening (or mediating) variable in this relationship. The research population was composed of Gojek users located in Semarang City. The research population was composed of Gojek users located in Semarang City. Utilizing a purposive sampling technique, the study successfully gathered data from 100 respondents. To analyze the relationships between the variables, the researchers employed Structural Equation Modeling (SEM).. To analyze the relationships between the variables, the researchers employed Structural Equation Modeling (SEM). The analysis yielded several key findings. First, application service quality was shown to have a positive and significant impact on user satisfaction. In contrast, the application user experience was found to have no significant influence on user satisfaction. Regarding reuse intention, both application service quality and application user experience demonstrated a positive and significant influence. Finally, the study confirmed that user satisfaction also exerts a positive and significant influence on reuse intentions.

Keywords: *Application Service Quality, Application User Experience, Reuse Intention, User Satisfaction.*

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1. | INTRODUCTION

Amidst the current digital era and technological advancements, smartphone-based transportation applications have emerged as a widely adopted solution for daily mobility needs. The Gojek application serves as a prominent example, providing a range of transportation services characterized by significant convenience and practicality. Since user satisfaction is a pivotal factor for successful technological adoption, analyzing it for the Gojek app in the context of transportation is fundamentally important.

Technological developments have led to innovations in transportation services. While previously motorcycle taxi (*ojek*) users had to search for and visit a motorcycle taxi base in person, this has now been made easier with the advent of mobile devices or smartphones. With motorcycle taxi transportation services, passengers and users no longer need to struggle to find a motorcycle taxi driver because there is now online motorcycle taxi providers that can be ordered through a mobile application. Users simply need to wait for a pickup at a designated location by a motorcycle taxi driver connected through the application. One of the online motorcycle taxi providers in Indonesia that has become quite popular recently is Gojek.

Gojek is an online transportation service provider that helps users meet their needs and desires, such as traveling, sending packages, or ordering food and drinks. This creates a high demand for online transportation services. This ride-sharing activity is called ride-hailing. According to (Clewlow & Mishra, 2017), ride-hailing is an activity where someone can call a professional or part-time driver and pay for a ride. This ride-hailing activity can be ordered through an application (Weng et al., 2017). From the definition above, it can be interpreted that the ride-hailing app is a transportation service that can be ordered through an online application, the application can combine orders or requests between passengers and drivers.

Gojek is a transportation service known throughout Southeast Asia, including Indonesia, for its wide range of services at reasonable prices and its ease of access for users. This has earned Gojek a consistent place in the Top Brand Award category. The Top Brand Index involves more than 10,000 respondents in 15 of Indonesia's largest cities, including Jakarta, Surabaya, Bandung, Semarang, and other capital of provinces in Java, Sumetera, Kalimantan, Sulawesi. Based on research conducted by the Top Brand Index over the past five years, Gojek has become the largest online service company favoured by Indonesians.

A primary factor impacting reuse intention is the service quality delivered by the provider. Rohwiyati and Praptiestrini (2019) define application service quality as an organization's capacity to fulfil or surpass user expectations. Leveraging the SERVQUAL dimensions (Materials, Reliability, Responsiveness, Safety, Empathy) to enhance this quality serves as a strategic marketing tool for cultivating long-term user relationships. The foundation for a company's products or services to be viewed as

valuable lies in first attaining user satisfaction (Zameer et al., 2015). In practice, offerings that successfully fulfil user needs and desires cultivate satisfaction, which then encourages greater customer loyalty (Khoo, 2022).

Research by Lee et al. (2017) indicates that application service quality significantly impacts a purchaser's reuse intention, which subsequently leads to satisfaction.

Companies recognize that high-quality service is a key driver of purchase intention, which in turn fosters long-term profitability and sustainability. The relationships between app service quality, user satisfaction, and purchase intention have been explored by researchers such as Namukasa (2013), and Hussain (2016). From this service-oriented viewpoint, quality is considered a crucial driver of user reuse intention, incorporating the satisfaction element. Thus, delivering a high standard of application service is a key strategy for companies aiming to generate user satisfaction and purchase intention.

A well-established body of studies concludes that application service quality significantly boosts reuse intention (Saleem et al., 2016; Bello et al., 2021; Amoako et al., 2023a). In direct opposition to this, the findings of Susanto et al. (2021) indicate that it can instead diminish a user's intention to reuse the service. In addition to the quality of application services, there are other factors that can influence reuse intention, namely user experience. Reuse intention refers to repurchasing the same product based on previous experiences. Previous purchasing experiences achieve the quality of experience that users rely heavily on. Thus, user experience encompasses all user purchasing competencies, including information search, purchase, use, and after-sales experience (Verhoef et al., 2009).

The relationship between user experience and reuse intention within the existing literature reveals inconsistent conclusions. On one hand, multiple studies affirm a significant positive effect (Anita et al., 2021; Amoako et al., 2023b; Sombultawee & Tansakul, 2023;). On the other hand, contrasting findings by Pranatika and Albari (2022) suggest a negative influence, highlighting a clear gap in understanding.

To address this contradiction, the current research aims to identify the factors that can strengthen the repurchase intention among users of Gojek services. Its core purpose is to examine the effect of both the service quality and the user experience of the Gojek application on customers' intentions to reuse it. Additionally, the study will explore whether user satisfaction acts as a mediating mechanism in these dynamics. A quantitative research design is adopted for this investigation, and the data will be analyzed through Structural Equation Modeling (SEM) with the assistance of the AMOS software.

2. | LITERATURE REVIEW

The Influence of Application Service Quality on User Satisfaction

The delivery of high-quality service, which in turn fosters user satisfaction, is considered a critical success factor for a company aiming to cultivate greater loyalty

toward its products. The quality of Gojek's application service provided to users is key to maintaining user satisfaction. The tangible form of Gojek's service to users is a real factor in whether a user will be satisfied or not. In addition to the tangible form of reliable service from Gojek to its users is another key to success that determines the satisfaction that will be felt by its users. However, there are still several other factors such as Gojek's ability to respond to user expectations, as well as guarantees provided to users in various forms. The attention factor is also a factor that Gojek cannot ignore for its consumers. Therefore, it is interesting to study further in this section to propose the following hypothesis: **H1**: Application service quality positively influences user satisfaction. This hypothesis is consistent with the findings of previous researchers, including Slack Singh, (2020).

Application User Experience on User Satisfaction

A user experience that leads to user satisfaction is a sign of a company's success in maintaining the quality of its application services, encouraging users to reuse its products. The user experience with Gojek occurs through the interaction between the user and the company's products, which is a key factor in creating user satisfaction. Whether a user is satisfied with Gojek's services is determined by the

quality of those services. However, several other factors also need to be considered, such as the user's experience while using Gojek's services. Aspects such as the user experience during use significantly determine the quality of the application services provided, leading to repeat use. The relationship between Gojek and its customers is crucial for maintaining user loyalty and meeting user expectations regarding the quality of Gojek's application services. Consequently, this relationship warrants further investigation, leading to the proposition of the following hypothesis: **H2**: Application user experience positively influences user satisfaction. This hypothesis is consistent with previous research, including studies conducted by Nurjanah et al. (2022), and Mainardes et al. (2023).

Application Service Quality on Reuse Intention

The quality of an application's service is a crucial element for a company's success, as it directly encourages reuse intention and builds user loyalty to its products. This dynamic is often governed by user expectations. If a user's assessment of the application service quality provided by Gojek exceeds their expectations, they are likely to make repeat purchases. Conversely, if the service quality is perceived as lower than their expectations, dissatisfaction will arise, and the opposite will happen. A user's purchasing decision regarding Gojek's services is contingent upon their assessment of the service quality they received. Furthermore, Word of Mouth (WOM) exerts a significant influence. When users feel satisfied with the service Gojek provides, they will likely recommend the service product to their closest relatives. This indirectly aids Gojek in its promotional efforts. When the service provider meets user needs, users tend to make repeat purchases of the company's products, as they feel their expectations

have been fulfilled. Therefore, this area is interesting to study further, leading to the proposition of the following hypothesis: **H3**: Application service quality positively influences reuse intention. This hypothesis is consistent with several previous studies, including those conducted by Saleem et al., (2017), Rohwiyati & Praptiestrini (2019), and Susanto et al. (2021).

Application User Experience on Reuse Interest

User experience, which leads to reuse, is a company's obligation to maintain the quality of the company's product applications. The user experience when using Gojek services will be one of the factors that motivate users to use Gojek, as they are satisfied with the service and will use it again. User experience arises from the relationship between the user and the company, or the product or service provided by Gojek, which leads to user satisfaction. The experience factor is the relationship between the user and the company. Active user engagement fosters long-term relationships with users to satisfy their evolving needs. Ways to foster long-term relationships include discounts and product updates, which encourage users to return to Gojek services because they perceive them to meet their needs. Therefore, this section is interesting to further investigate and propose the following hypothesis: **H4**: User experience in the application positively influences reuse intention. This hypothesis has also been examined in several previous studies, such as those by Sombultawee & Tansakul (2022). Other researchers who have used this hypothesis include Kavitha & Haritha (2018) and Amoako et al. (2023b).

User Satisfaction with Reuse Interest

User satisfaction that drives interest in making repeat purchases is an important element in a company's success in improving the quality of product application services provided. Gojek seeks to maintain user satisfaction by delivering high-quality application services, which in turn promotes reuse intention among its customers. This focus is critical, as user satisfaction is a vital factor for the company's overall growth and long-term sustainability. Therefore, it can be asserted that a successful company is one that remains centered on achieving and maintaining user satisfaction. However, there are still several other factors that need to be considered, such as strategies to encourage users to reuse the service products that have been provided by Gojek. Unintentional conversations after users use the service product from Gojek, to recommend that the service provided by Gojek is very satisfactory. The factor that users expect to be realized is also one of the determinants of users returning to use the service product because they feel that what is expected can be provided by the company through the service used by the user. Therefore, it is interesting to research further in this section to propose the following hypothesis: **H5**: User satisfaction has a positive effect on reuse intention. This hypothesis has also been found in several previous studies, such as Chen et al. (2017) and Anita et al. (2021). Similar research supporting this hypothesis is found in Tandon et al. (2017).

3. | RESEARCH METHOD

The study's target population was defined as individuals who use the Gojek application within Semarang. A purposive sampling method was utilized to gather the sample, with participants selected according to specific eligibility criteria. This process yielded a total of 100 qualified respondents for the study. The primary data collection instrument was a structured questionnaire, distributed to participants to gather the required research data. For data analysis, this research applied Structural Equation Modeling (SEM), implemented with the AMOS Software (Version 25).

4. | RESULTS

The data analysis for the full Structural Equation Model (SEM) involved assessing the model's goodness-of-fit and conducting statistical hypothesis tests. The results from this comprehensive SEM analysis are detailed in Figure 1, as well as Table 1 and Table 2 below.

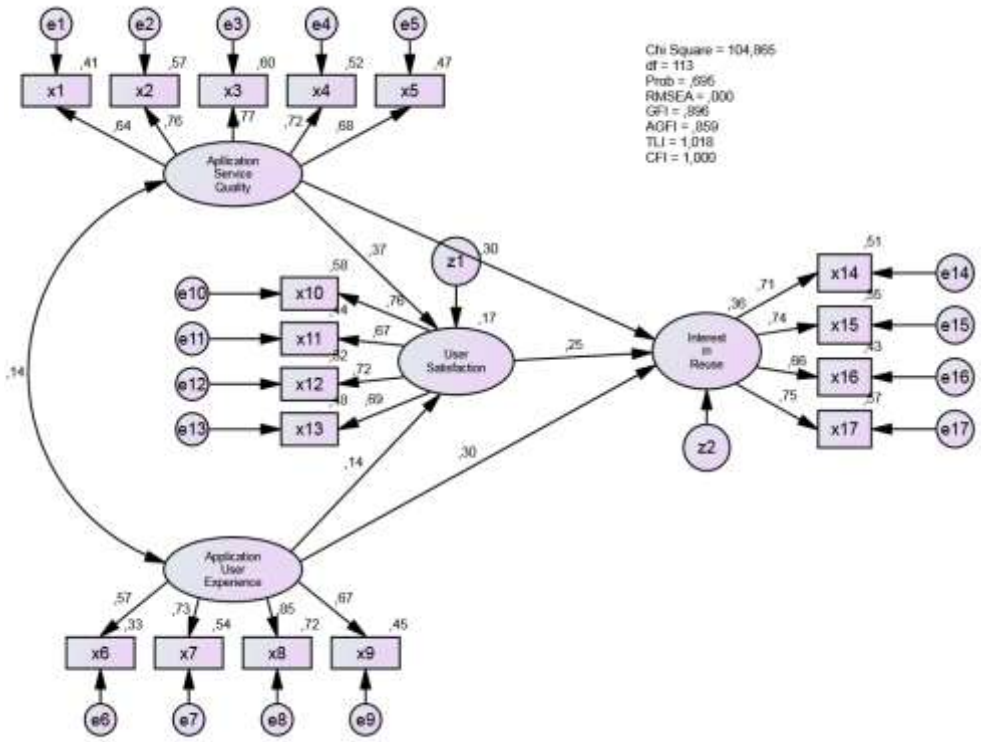


Figure 1. Structural Equation Model (SEM) Test Results

Hypothesis testing of the model indicates that the model is in accordance with, or fits, the data used in this research. The overall model demonstrates a good level of fit with the collected data, as indicated by the majority of the goodness-of-fit indices meeting their respective criteria. The model's ability to adequately represent the observed data is supported by key statistical measures, suggesting that the theoretical

framework comprising service quality, user experience, user satisfaction, and reuse intention is a valid representation of the relationships within the population studied.

Delving into the specific indices, the absolute fit measures are particularly strong. The RMSEA (Root Mean Square Error of Approximation) value of 0.000 is excellent, falling well below the stringent threshold of 0.08, and indicates a very close fit of the model to the population's covariance matrix. Furthermore, the p-value for the Chi-Square (χ^2) statistic is 0.695, which is significantly above the 0.05 threshold. This non-significant result is desirable in this context, as it means we fail to reject the null hypothesis and conclude that there is no significant discrepancy between the model and the observed data.

Regarding incremental fit measures, the results are outstanding. The TLI (Tucker-Lewis Index) of 1.018 and the CFI (Comparative Fit Index) of 1.000 both substantially exceed the recommended value of 0.95. These values suggest that the hypothesized model is a superior fit compared to a null model (a model with no relationships) and provides a very high level of improvement in fit.

However, the model shows room for improvement in terms of parsimony-adjusted measures. The GFI (Goodness-of-Fit Index) at 0.896 is just below the 0.90 benchmark, placing it in a marginal category. Similarly, the AGFI (Adjusted Goodness-of-Fit Index) of 0.859 also falls into the marginal range. These indices are sensitive to sample size and model complexity, and their marginal values suggest that the model could potentially be refined to account for the data more efficiently. Despite this, the excellent results from the RMSEA, CFI, and TLI provide strong compensatory evidence, allowing for the conclusion that the model fit is acceptable for proceeding with hypothesis testing.

A factor loading represents the strength of the relationship between a latent construct and its observed indicator. Generally, a loading should be above 0.50 to be considered acceptable, and above 0.70 to be considered strong.

a. Application Service Quality (ASQ): The loadings range from 0.64 to 0.77. All five indicators (x1-x5) are strong measures of the construct, as they are all well above the 0.50 threshold. x3 (0.77) and x2 (0.76) are the strongest indicators.
b. Application User Experience (AUX): The loadings range from 0.54 to 0.85. All four indicators (x6-x9) are acceptable. x9 (0.85) is an exceptionally strong indicator, while x8 (0.54) and x6 (0.57) are weaker, though still valid.
c. User Satisfaction (US): The loadings range from 0.67 to 0.76. All four indicators (x10-x13) are good, strong measures of satisfaction, with x10 (0.76) being the strongest.
d. Interest in Reuse (IR): The loadings range from 0.66 to 0.75. All four indicators (x14-x17) are strong measures, with x17 (0.75) and x15 (0.74) being the most significant.

All observed indicators in the model are acceptable measures of their respective latent constructs. To assess the quality of the measurement model, we calculate the

Composite Reliability (CR). Composite Reliability (CR) measures the internal consistency of the construct. A value > 0.70 is considered reliable.

Table 1. Composite Reliability of Each Construct

Construct	Composite Reliability (CR)
Application Service Quality (ASQ)	0.840
Application User Experience (AUX)	0.773
User Satisfaction (US)	0.803
Interest in Reuse (ITR)	0.807

All four constructs comfortably meet this criterion (ASQ = 0.840, AUX = 0.773, US = 0.803, IR = 0.807). Conclusion: The measurement model demonstrates good internal consistency and reliability for all constructs. Three of the four constructs (ASQ, US, IR) demonstrate good convergent validity. However, the Application User Experience construct has a validity issue.

To provide a basis for answering the proposed research hypotheses, statistical testing of the relationships between variables was conducted. This step involves examining the significance level of these relationships as determined by the SEM processing. The significance is indicated by the Probability (p) and Critical Ratio (CR) values for each path. This statistical testing process is detailed in Table 2.

Table 2. Standardized Regression Weights

			Estimate	CR	P
User Satisfaction	<---	Application_User_Experience	,157	1,143	,253
User Satisfaction	<---	Application_Service_Quality	,340	2,834	,005
Interest_in_Reuse	<---	User Satisfaction	,242	1,999	,046
Interest_in_Reuse	<---	Application_Service_Quality	,261	2,364	,018
Interest_in_Reuse	<---	Application_User_Experience	,333	2,560	,010

The hypothesis testing results reveal a nuanced pattern of relationships between the constructs in the model. The first hypothesis (H1), which proposed that application service quality positively influences user satisfaction, is strongly supported. The analysis yielded a Critical Ratio (CR) of 2.834 and a highly significant probability value (p = 0.005), confirming that higher perceived service quality directly leads to increased user satisfaction.

Conversely, the second hypothesis (H2) must be rejected. The path from application user experience to user satisfaction was found to be statistically insignificant, with a CR of 1.143 and a probability value of 0.253. This indicates that, within this study's context, the user experience of the Gojek app does not directly translate to higher user satisfaction.

Regarding the direct determinants of reuse intention, the results are largely affirmative. Both application service quality (H3) and application user experience (H4)

demonstrate a significant direct impact. H3 was supported with a CR of 2.364 (p = 0.018), and H4 was supported with a CR of 2.560 (p = 0.010). This signifies that improvements in either service quality or user experience are effective strategies for directly boosting a user's intention to reuse the service. Furthermore, hypothesis H5 was also accepted, as the relationship between user satisfaction and reuse intention was significant (CR = 1.999, p = 0.046). This confirms that satisfied users are indeed more likely to remain loyal and continue using the Gojek service.

In summary, while user experience does not directly affect satisfaction (H2 rejected), it is a key direct driver of reuse intention (H4 accepted). Service quality, on the other hand, is a pivotal factor that enhances both user satisfaction (H1 accepted) and reuse intention directly (H3 accepted). Finally, the confirmed link between satisfaction and reuse intention (H5 accepted) underscores the importance of cultivating a satisfied user base for long-term loyalty.

5. | DISCUSSION

The findings provide several important insights into the relationships between application service quality, user experience, user satisfaction, and reuse intention among Gojek users in Semarang. First, application service quality has a positive and significant effect on user satisfaction (CR = 2.834; p = 0.005). This finding indicates that users' perceptions of service reliability, responsiveness, safety, and other service attributes contribute directly to their satisfaction. The result is consistent with Slack and Singh (2020), who found that service quality influences customer satisfaction and loyalty. It also supports the service-quality perspective presented in previous research, which emphasizes that the ability of service providers to meet user expectations is important in creating satisfaction.

Second, application user experience does not significantly influence user satisfaction (CR = 1.143; p = 0.253). This finding differs from the expectation proposed in H2 and from previous studies suggesting a positive relationship between customer experience and satisfaction, such as Mainardes et al. (2023). One possible interpretation is that Gojek users may evaluate satisfaction primarily from the quality and reliability of the service received rather than from their overall experience with the application. Thus, a positive or convenient application experience does not necessarily translate into satisfaction when users place greater emphasis on the actual service delivered.

Third, application service quality has a significant positive effect on reuse intention (CR = 2.364; p = 0.018). This result confirms H3 and is consistent with previous evidence that service quality contributes to repurchase or reuse intention (Saleem et al., 2017; Susanto et al., 2021). The finding suggests that users who perceive Gojek's services as reliable and capable of meeting their expectations are more likely to continue using the platform.

Fourth, application user experience significantly influences reuse intention (CR = 2.560; p = 0.010), although it does not significantly influence satisfaction. This

distinction is important because it suggests that user experience may encourage continued use through a pathway that is not necessarily dependent on satisfaction. The finding is consistent with Sombultawee and Tansakul (2023), who highlighted the relevance of customer experience in shaping behavioral intentions.

Finally, user satisfaction has a positive and significant effect on reuse intention (CR = 1.999; p = 0.046), supporting H5. This finding is consistent with previous research identifying satisfaction as an important determinant of repurchase or reuse intention (Tandon et al., 2017). Overall, the results indicate that service quality contributes to both satisfaction and reuse intention, whereas user experience contributes directly to reuse intention but not to satisfaction. However, the relatively low R^2 values for satisfaction (0.16) and reuse intention (0.22) indicate that other factors may explain these outcomes, supporting the need for additional variables in future research.

6. | CONCLUSION

The findings indicate that Gojek's application service quality contributes positively to user satisfaction and reuse intention among users in Semarang City. Improving service delivery, including driver reliability, safety, cleanliness, and knowledge of service areas, may support users' perceptions of service quality. Application user experience also has a significant direct relationship with reuse intention, although its relationship with user satisfaction is not statistically significant. These findings highlight the importance of maintaining both service quality and a favorable user experience to encourage continued use of Gojek services. The SEM results demonstrate that the proposed research model provides an acceptable fit to the observed data and supports four of the five proposed hypotheses. However, the explanatory power of the model remains limited, with R^2 values of 0.16 for user satisfaction and 0.22 for reuse intention. These values indicate that other factors beyond application service quality and user experience may contribute to explaining variations in satisfaction and reuse intention. Future research may therefore expand the model by incorporating additional relevant variables, such as influencer endorsement, content marketing, and community effects. Future studies should also consider more recent references and broader theoretical perspectives to develop a more comprehensive understanding of factors influencing user satisfaction and reuse intention.

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Conflict of Interest Statement

The authors declare that there is no conflict of interest.

Ethical Approval and Originality Statement

Ethical approval was obtained for this study. The manuscript represents original work and has not been previously published, nor is it under consideration by another journal.

Data Disclosure Statement

The data that support the findings of this study are available from the corresponding author upon reasonable request.

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