SYSTEMATIC LITERATURE REVIEW CUSTOMER SATISFACTION WITH ONLINE TRANSPORTATION SERVICES

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ABSTRACT

Transportation service providers are utilizing advancements in information technology to improve their online transportation operations. In order to remain competitive in the online transportation industry, these companies are consistently working towards enhancing customer satisfaction. Currently, there is a substantial body of research dedicated to identifying the factors influencing customer satisfaction. Consequently, there is a requirement for a comprehensive review of journal papers addressing customer satisfaction in the realm of online transportation. This study employs a Systematic Literature Review (SLR) methodology and concentrates on journal papers published between 2018 and 2023. The research is guided by three research questions (RQs). The primary findings of this study reveal that the applications most extensively researched are Go-Jek and Grab. Data collection predominantly involves the use of questionnaires, with the participation of up to 100 respondents. The research underscores that the primary driver of customer satisfaction is the quality of service. The insights gained from this study are anticipated to offer valuable information for stakeholders in the online transportation industry. It is expected that this knowledge will motivate these businesses to consistently improve the quality of their services, ultimately resulting in increased customer satisfaction and repeated utilization of their services.

Keywords: Online Transportation, Customer Satisfaction, Systematic Literature Review

1   INTRODUCTION

Since ancient times, transportation has been a widely utilized means of moving people and goods between different locations. With the rapid evolution of information technology facilitated by the internet, transportation service providers have leveraged these advancements to establish and expand their online transportation businesses. To remain competitive in the online transportation industry, these businesses are continually working towards enhancing customer satisfaction. This research aims to contribute valuable insights by reflecting on prior studies, specifically focusing on the factors influencing customer satisfaction with online transportation services. The outcomes of this study are anticipated to offer valuable guidance to online transportation service providers, enabling them to consistently enhance customer satisfaction and maintain competitiveness in the market. A noteworthy previous study conducted by Adhitomo Wirawan, Putri Saranwati Naufalita Ryanto, Mia Syafrina, Fuad Arif Rahman, Alrido Martha Devano, Fitriana Aidnilla Sinambela in 2023, titled "Factors Affecting the Level of Customer Satisfaction and Customer Loyalty towards Online Transportation Services in Batam City," applied quantitative methods using accidental sampling.

The research focused on customers in Batam City who had utilized Go-ride and Grab-bike transportation services more than three times a year. Primary data was collected through direct questionnaire responses from distributed and collected respondents. The study revealed that customer loyalty and satisfaction in using Go-ride and Grab-bike online transportation services can be positively and significantly influenced by two factors: perceived benefits of the booking app and perceived service quality. Both factors directly impact loyalty and customer satisfaction in using

these services in Batam City. While perceived sales promotion significantly impacts customer loyalty, it doesn't have the same effect on customer satisfaction. Improvements are recommended in promotion coverage and price compatibility with online delivery service quality. Furthermore, the positive but insignificant effect of customer satisfaction on customer loyalty indicates areas for improvement. Therefore, this study will employ the Systematic Literature Review method to review previous research on public satisfaction with online transportation, aiming to provide reference points for developers in the online transportation business to enhance customer satisfaction[25].

2   RESEARCH METHODS

The stages in this study refer to research conducted by E. Triandini, S. Jayanatha A. Indrawan, G. W. Putra and B. Iswara in 2019, namely[2] :

2.1   Object of Research

The focus of this study is on customer satisfaction in the realm of online transportation. Customer satisfaction is selected as the research focus due to the varied factors influencing it, which can serve as considerations for online transportation providers aiming to enhance customer satisfaction[26].

2.2   Research Methods

The method in this research has several process flows, namely
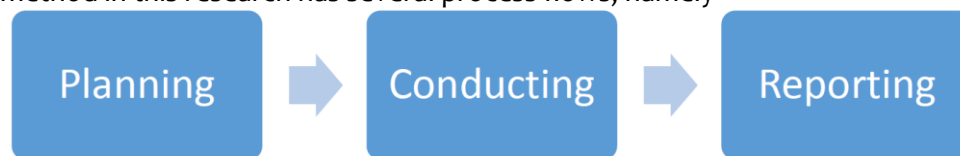
Figure 1: Research Stages

Figure 1 depicts the research process, comprising the planning stage as the initial phase of conducting SLR, followed by the implementation stage known as the conducting stage, and concluding with the Reporting stage, which involves documenting SLR into a comprehensive report[27].

2.3   Research Question

At this stage, questions that are in accordance with the research topic are determined. The following are research questions in this study:
1.   RQ1: What is the name of the application or online transportation service provider company used?
2.   RQ2: What methods are used to collect data on customer satisfaction for online transportation services?
3.   RQ3: What are the factors that affect customer satisfaction?

2.4   Search Process

Search process is a search stage to get sources that match the research questions. The source search process is carried out at the website address *https://scholar.google.co.id/*.
Inclusion and Exclusion Criteria
During this phase, the eligibility of discovered data is assessed to determine its suitability as a research data source. The established criteria for data deemed suitable for research purposes include[28].:
1.   The data acquired covers the timeframe from 2018 to 2023.
2.   Data is sourced exclusively from *https://scholar.google.co.id/*.

3. Only journal papers related to online transportation customer satisfaction are considered for use.

Quality Assessment

In this stage, the identified data will be assessed based on the following questions:

1. QA1: Was the journal paper published within the period of 2018 to 2023?
2. QA2: Does the journal paper discuss customer/consumer satisfaction and online transportation?
3. QA3: Does the journal paper specifically concentrate on online transportation companies?
    Each paper will be given a rating based on the mentioned criteria.
a) Yes: for journal papers that meet the criteria in the quality assessment.
b) No: for journal papers that do not align with the criteria in the quality assessment.

Data Collection

During this phase, the necessary data for the research is gathered to facilitate subsequent analysis. The data collection process involves the following steps:

1. Visit the website *https://scholar.google.co.id/*.
2. Input the keyword "customer satisfaction on online transportation."
3. In the "Special Range" section, input 2018 in the first box and 2023 in the second box. This specifies that the selected journal papers should fall within the range of 2018-2023.

Data Analysis

During this phase, the collected data from the previous stage will undergo analysis. The analyzed results will provide answers to the predefined research question[29].

Documentation

During this phase, the research stages and findings are documented in the form of a paper, adhering to the provided format[30].

3   RESULTS AND DISCUSSION

3.1   Search Process Results and Inclusion and Exclusion Criteria

The outcomes of the search process, along with the inclusion and exclusion criteria, have led to the selection of 15 journal papers meeting the specified criteria. These criteria include papers published between 2018 and 2023, discussing topics related to "Customer Satisfaction" and "Online Transportation." The information [17] gathered is subsequently categorized into various types of journals. The following enumerates the successfully acquired journal types:

Table 1 Grouping by Journal Type

No	Journal Type	Year	Total
1	Jurnal Ilmiah Teknik Informatika dan Komunikasi	2022	1
2	Jurnal Ekonomi	2019	1
3	Jurnal Ilmu Manajemen Terapan (JIMT)	2022	1
4	Jurnal Indonesia Sosial Politik	2022	1
5	Jurnal Administrasi Bisnis	2019	2
6	Jurnal Akuntansi dan Manajemen Bisnis	2023	1
7	Jurnal Ekonomi Manajemen Bisnis	2023	1
8	Journal of Governance and Policy Innovation	2022	1
9	Jurnal Witana	2023	1
10	Jurnal Cakrawala Ilmiah	2023	1
11	Jurnal Ilmiah Magister Manajemen	2020	1
12	Jurnal Ilmiah Ilmu Administrasi	2020	1
13	Jurnal Akuntansi, Manajemen dan Ilmu Ekonomi	2022	1
14	Jurnal Konstruksi	2022	1
15	JDKP Jurnal Desentralisasi dan Kebijakan Publik	2020	1

3.2   Quality Assessment Results

The following are the results of the quality assessment written into table form:

Table 2 Hasil Quality Assesment

No	Author	Year	QA 1	QA 2	QA 3	Result
1	R Hanannuraga	2022	Ya	Ya	Ya	Accepted
2	D Novianto, A Akbar	2022	Ya	Ya	Ya	Accepted
3	T Nurhikmah, A Fauzi, SCT Putri, D Asmarani	2020	Ya	Ya	Ya	Accepted
4	R A Nasution, I S Saragih	2022	Ya	Ya	Ya	Accepted
5	O Riandiatmi, T B Joewono	2019	Ya	Ya	Ya	Accepted
6	A Fauzi, F Maryadi, P Afrillia	2023	Ya	Ya	Ya	Accepted
7	L Nur, M K Rhokan, N Inayah	2023	Ya	Ya	Ya	Accepted
8	Irfan B	2022	Ya	Ya	Ya	Accepted
9	A R D Siregar, S Nurhajijah	2023	Ya	Ya	Ya	Accepted
10	J Jumhadi, A S Mulyani	2023	Ya	Ya	Ya	Accepted
11	S Farisi, Q R Siregar	2020	Ya	Ya	Ya	Accepted
12	RWD Tuti	2022	Ya	Ya	Ya	Accepted
13	R Wandira, A Hadian	2022	Ya	Ya	Ya	Accepted
14	M A Nuh, St. Maryam H, M T Syarkawi	2022	Ya	Ya	Ya	Accepted
15	A C Nainggolan, I Sopwan, N Auliah	2020	Ya	Ya	Ya	Accepted

3.3   Data Analysis

During this phase, the data undergoes analysis, and the outcomes will address the predetermined Research Question (RQ). The discussion will revolve around the factors influencing customer satisfaction frequently observed between 2018 and 2023.

Results of RQ1: Application Name

Derived from Research Question 1 or RQ1 concerning the names of online transportation applications, the paper categories are organized according to the specific application names under investigation. Table 3 illustrates the outcomes, indicating a prevailing trend among researchers to focus on exploring customer satisfaction within Go-Jek and Grab online transportation services. Conversely, the Uber application holds a less prominent position, receiving relatively less attention from researchers in the context of customer satisfaction studies.

Table 3 Category Application Name

No	Aplication Name	Research Paper	Total
1	Go-Jek	[3], [4], [5], [6], [7], [8]	6
2	Grab		
	Grab	[9]	1
	GrabCar	[10], [11], [12], [1], [13]	5

Results of RQ2: Data Collection Techniques

Derived from Research Question 2 or RQ2 regarding the methodologies employed in collecting data for research on customer satisfaction in online transportation, the findings categorize papers based on these data collection techniques. Table 4 reveals that all the studies included in the analysis utilize questionnaire-based data collection techniques. Notably, the majority of researchers opt for a sample size of 100 respondents in their respective studies.

Table 4 Categories of Data Collection Techniques

No	Data Collection Technique	Number of Respondents	Research Paper	Total
1	Kuesioner	82	[7]	1
		100	[9], [3], [10], [4],[13],[8]	6
		104	[11]	1
		116	[12]	1
		120	[6]	1
		133	[14]	1
		160	[15]	1
		200	[5]	1
		230	[1]	1
		400	[16]	1

Results of RQ3: Factors Affecting Customer Satisfaction

In accordance with Research Question 3 or RQ3 regarding the determinants affecting customer satisfaction in online transportation, the outcomes are classified into paper categories based on these influencing factors. As illustrated in Table 5, it is evident that service quality stands out as the predominant factor influencing customer satisfaction across the examined research papers. Following closely is the price factor, ranking as the second most influential factor, and the sales promotion factor holds the third position in terms of impact.

Table 5 Categories of Customer Satisfaction Factors

No	Factor	Research Paper	Total
1	Brand Image	[13]	1
2	Customer Value	[1]	1
3	Efficiency	[4]	1
4	E-Service Quality	[9]	1
5	Price	[4], [5], [16], [14], [13]	5
6	Electronic Trust	[11]	1
7	Communication	[8]	1
8	Quality of Service	[16]	1
9	Service Quality	[3], [10], [4], [5], [11], [16], [15], [12], [1], [7], [14]	11
10	Information System Quality	[5]	1
11	Information Technology Utilization	[15]	1
12	Sales Promotion	[10], [14], [12]	3
13	Technology Acceptance Model	[6]	1

3.4 Summary of Data Analysis Results

From the results of each Research Question or RQ, information has been obtained about the application, data collection techniques and customer satisfaction factors on the use of online transportation services. data collection techniques and customer satisfaction factors for using online transportation services that have emerged and been studied by researchers from 2018 to 2023. many emerged and were studied by researchers from 2018 to 2023.

Table 6 Most Frequent Categories RQ

RQ	Aspect	Category Most Frequency
1	Application Name	Go-jek and Grab
2	Data Collection Technique	Questionnaire (100 Respondents)
3	Customer Satisfaction Factors	Service Quality

4   CONCLUSION

From the findings of the conducted study, it can be deduced that, according to the outcomes of the Systematic Literature Review (SLR), the applications extensively investigated by scholars are Go-Jek and Grab. The prevalent method for data collection is through questionnaires involving 100 respondents. The primary determinant impacting customer satisfaction is identified as the service quality provided by the online transportation service provider. Moreover, an additional 13 factors were identified as influencing customer satisfaction.

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