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The Effect of E-Service Quality and Sales Promotion on Reusability Interest with Consumer Satisfaction as an Intervening Variable (Studies on Gojek Users in Semarang Regency)

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Abstract**—** *Gojek is one of the national startups engaged in the application of online transportation service providers in Indonesia. The emergence of many companies in the same field as Gojek has led to high competition between companies to win the market. This study aims to determine the effect of e-service quality and sales promotion on reuse interest through Gojek customer satisfaction in Semarang Regency. The number of samples was 100 community respondents in Semarang Regency who had used Gojek services. The study used Structural Equation Model data analysis techniques based on Partial Least Square (SEM PLS), which were estimated with the Smart PLS 3.0 for windows program. Based on the results of data processing analysis with Smart PLS, it explains that e-service quality and sales promotion have a positive and significant direct effect on customer satisfaction and interest in reuse. E-service quality and sales promotion also have a positive and significant indirect effect on reuse interest through customer satisfaction, where together sales promotion has the greatest influence. The consumer satisfaction variable in this study acts as a partial mediator. Recommendations are suggested for Gojek to first manage the performance of sales promotion, especially through vouchers and the use of creative and informative promotional media so that consumers are increasingly interested in returning to use services at Gojek.*

Keywords**—** *E-service quality, sales promotion, reusability interest, customer satisfaction*

I. INTRODUCTION

Online transportation is considered to be one of the best forms of innovation from the utilization of application-based technology development and the internet. The ride sourcing platform is a form of application used in Transportation Network Companies (TNC). At the beginning of its appearance, the online transportation service application was only focused on conventional delivery services but is now transforming into an application with a variety of service options that can be used according to the needs of consumers.

Online transportation service companies use applications as a work tool that will connect partners (drivers) with consumers (passengers). Applications are starting to be widely used to shift every conventional activity to online activities. Application performance is currently the first thing that will be felt by consumers. The quality of application services that provide the best performance supported by features and various advantages in their service options will certainly affect the use of subsequent applications and services to consumers. The emergence of internet based service quality using this application or website is then known as electronic service quality or e-service quality.

Service providers must be able to communicate their services to consumers to build an emotional connection between consumers and service brands. Sales promotions are used by companies to stimulate awareness, interest, and end up with a purchase from consumers. (Kotler, 2005). Through sales promotion, service providers will present a form of promotional program that is not only attractive but also provides knowledge of the service and the value of savings that consumers will receive when using the services of the brand.

Gojek is one of the many online transportation service provider application brands in Indonesia. Gojek emerged in 2010 and became a national stratup company engaged in the application of transportation service providers in Indonesia. An initial survey conducted in the Semarang Regency area showed that there are three brands of online transportation service applications that are often used by people in Semarang Regency, namely Gojek, Grab, and Maxim. Gojek and Grab are estimated to have started operating almost simultaneously in Semarang Regency in 2015, while Maxim is an online transportation service application that has only entered around 1-2 years ago. The initial research ranked Gojek as the most widely used app brand in Semarang Regency, with 45 of the 79 respondents selected.

Preliminary interviews were also conducted by researchers involving 30 respondents to find out the experience while using Gojek. Researchers found complaints about the promotion and quality of service felt by Gojek consumers. Consumers complain about the lack of promotions that can be used in the Gojek application, promotional codes that are difficult to use, and the many conditions before being able to use Gojek. While for service quality, especially in the performance of the Gojek application, namely the location point is often error or inappropriate, the application suddenly stops or force close, and the application capacity is too large.

Gojek was chosen as the object of this study because Gojek was ranked first both from the results of initial research conducted on 79 people in Semarang Regency regarding the

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choice of online transportation service applications used. Examine the problem in more depth to determine its effect on satisfaction and ask for reuse in Gojek consumers. Based on the above phenomenon, the researcher will conduct research with the title "The Effect of E-Service Quality and Sales Promotion on Reusability Interest with Consumer Satisfaction as an Intervening Variable (Studies on Gojek Users in Semarang Regency)".

Specifically, this study aims to prove the formulation of the problem and explain: (1) The significant effect of e-service quality on customer satisfaction, (2) The significant effect of sales promotion on customer satisfaction, (3) The significant effect of customer satisfaction on reuse interest, (4) The significant effect of e-service quality on reuse interest, (5) The significant effect of sales promotion on reuse interest, (6) The significant effect of e-service quality on reuse interest through customer satisfaction, (7) The significant effect of sales promotion on reuse interest through customer satisfaction.

II. Theoretical Framework

A. *Electronic Service Quality (E-Service Quality)*

The definition of e-service quality proposed by Parasuraman et al, (2005) is a level on a website that specifically facilitates shopping activities such as making purchases and the process of distributing products or services

B. *Sales Promotion*

Kotler (2005) defines sales promotion as a collection of short-term incentive tools designed to encourage or stimulate the desire to make purchases of certain products or services faster and more by consumers or merchants.

C. *Reusability Interest*

The definition of reuse interest according to Ferdinand (2014), is a commitment from a consumer that is formed after the consumer has made a purchase or use of a product or service.

D. *Consumer Satisfaction*

Kotler's (2005) opinion regarding satisfaction is a feeling of pleasure or disappointment from a person that arises as a result of comparing the performance produced by a product or service in reality against the expectations that a person has for the product before using it.

III. Hypothesis

Based on theory and literature review, the following research hypotheses were formulated:

H1: It is suspected that e-service quality (X1) has a positive and significant effect on customer satisfaction (Z).

H2: It is suspected that sales promotion (X2) has a positive and significant effect on customer satisfaction (Z)

H3: It is suspected that customer satisfaction (Z) has a positive and significant effect on interest in reuse (Y)

H4: It is suspected that e-service quality (X1) has a positive and significant effect on interest in reuse (Y)

H5: It is suspected that sales promotion (X2) has a positive and significant effect on interest in reuse (Y)

H6: It is suspected that e-service quality (X1) has a positive and significant effect on interest in reuse (Y) through customer satisfaction (Z)

H7: It is suspected that sales promotion (X2) has a positive and significant effect on interest in reuse (Y) through customer satisfaction (Z)

IV. Research Methods

This research was conducted on Gojek consumers in the Semarang Regency area. Where Semarang Regency has industrial areas and tourist areas which make population mobility high. The population in this study consisted of people in the Semarang Regency area with the criteria that at least twice had used Gojek. Determination of a sample of 100 respondents, based on the opinion of Hair et al, (2009) where a sample of 100 respondents is sufficient as a sample requirement that is able to represent the research and fulfill the normal distribution. This research data was collected using a questionnaire and measured using a Likert scale. This research data was analyzed using PLS based Structural Equation Modeling (SEM) analysis techniques.

V. Result

Convergent Validity and Discriminant Validity

The e-service quality variable in this study is included in a multidimensional construct formed from dimensional latent constructs. Therefore, the validity test will be carried out in two stages, namely the first order construct analysis where the dimensional latent construct will be reflected by its indicators and then continued with the second order construct where the construct will be reflected by its dimensional latent construct.

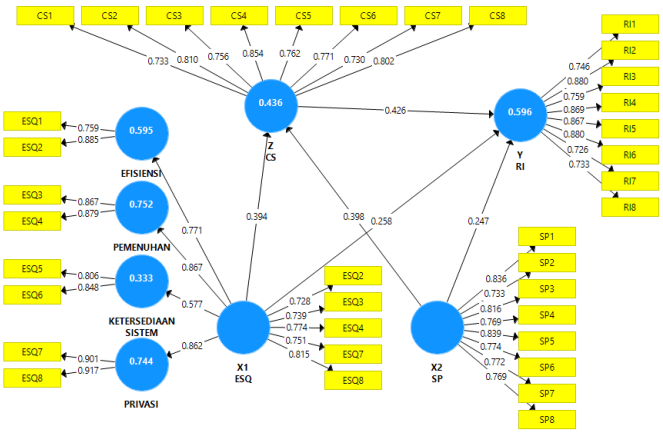

Fig. 1. Path Analysis Model Diagram

The first time data processing found the results that in the convergent validity test it was found that there were several indicators that had a loading value <0.7 so that convergent validity could not be fulfilled. Furthermore, indicators with loading values between 0.40-0.70 will be considered for deletion or retention by looking at the increase in the AVE value and composite reliability of the indicator if the indicator is later removed from the model. Analysis of consideration of the elimination of indicator values below 0.70 resulted in the decision to remove three indicators in the first order construct

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test of e-service quality variables from the research model, namely ESQ1, ESQ5, and ESQ6.

Figure 1 shows the outer loading of the validity test results after deleting several indicators. It is known that the overall indicator value is > 0.70 and it can be interpreted that the convergent validity test has been fulfilled.

TABLE 1. Composite Reliability and Average Variance Extracted (AVE)

	Composite Reliability	**AVE**
Efficiency	0.808	0.679
Fulfillment	0.865	0.762
System availability	0.812	0.684
Privacy	0.905	0.827
E-service quality	0.874	0.581
Sales promotion	0.929	0.623
Customer satisfaction	0.925	0.606
Reusability interest	0.938	0.657

Discriminant validity can be seen in the cross loadings factor value, where the requirement for discriminant validity is that the construct loadings value must be higher than the cross loadings value to other constructs. The value of discriminant validity can also be known through the acquisition of an AVE value> 0.5 (Hair et al., 2009). Based on the results in Table 1, it is known that the AVE value of each e-service quality dimension (efficiency, fulfillment, system availability, privacy) is more than 0.5. The AVE value of the e-service quality variable, sales promotion, interest in reuse, and customer satisfaction is also greater than 0.5.

Reliability Test

Reliability testing is based on the value of composite reliability and Cronbach's alpha. Through Table 2, it can be seen that the overall composite reliability value of all variables is more than 0.70. As for the Cronbach's alpha value, there are still several dimensions of the e-service quality variable that are not reliable because they are less than 0.70.

TABLE 2. Composite Reliability and Cronbach's Alpha

	Cronbach's Alpha	**Composite Reliability**
Efficiency	0.538	0.808
Fulfillment	0.689	0.865
System availability	0.540	0.812
Privacy	0.791	0.905
E-service quality	0.819	0.874
Sales promotion	0.913	0.929
Customer satisfaction	0.907	0.925
Reusability interest	0.924	0.938

Dimensions of e-service quality that have a Cronbach's alpha value <0.70 include the efficiency dimension, fulfillment dimension, and system availability dimension. According to Hinton et al, (2014) suggest four points for reliability which include excellent reliability is >0.90, high reliability is 0.70 - 0.90, moderate reliability is 0.50 - 0.70, and low reliability is <0.50. Cronbach's alpha values with measuring instruments below 0.50 are still acceptable or said to be reliable, but provided that the reliability value is included in the low reliability category.

Based on the opinion of Hinton et al, (2014) it can be stated that the reliability test can be fulfilled with the information that the e-service quality dimension model which includes efficiency, fulfillment, and system availability is included in moderate reliability. The privacy dimension and e-service quality variables are at high reliability. Meanwhile, sales promotion variables, customer satisfaction, and interest in reuse are in the excellent reliability category.

Structural Model Testing (Inner Model)

Inner model testing consists of testing the coefficient of determination (R-Square) and effect size (F-Square Effect Size). The PLS model assessment is seen in the R-Square on each dependent latent variable. Table 3 shows that there are two variables that are influenced by other variables in the research model, namely the consumer satisfaction variable with an R-Square value of 0.424 and reuse interest with an R-square value of 0.584.

TABLE 3. R-Square Value

	R-Square
Consumer Satisfaction	0.424
Reusability Interest	0.584

Based on Table 3, it can be interpreted that e-service quality and sales promotion are able to contribute 42.4% through the customer satisfaction variable, while the remaining 57.6% contribution comes from other variables outside the study. Furthermore, the variable of interest in reuse can be explained by e-service quality, sales promotion, and customer satisfaction with a percentage of 58.4% and the remaining 41.6% comes from other variables outside this study.

TABLE 4. Effect Size for Paths Coefficients

	E-Service Quality (ESQ)	**Sales Promotion (SP)**	**Customer Satisfaction (CS)**	**Reusability Interest (RI)**
ESQ			0.233	0.113
SP			0.237	0.104
CS				0.254
RI				

The F-square effect is used to determine how much influence is given between the independent variable and the dependent variable. F-square is divided into 3 categories, namely weak (0.02), medium (0.15), and strong (0.35) categories. Table 4 presents the f-square value found in the effect size for path coefficients. Based on Table 4, it can be seen that there is a weak influence, namely on the e-service quality variable on reuse interest of 0.113 and sales promotion on customer satisfaction of 0.104. Meanwhile, the variables in the medium category are the eservice quality variable on customer satisfaction of 0.233, the sales promotion variable on customer satisfaction of 0.237, and the customer satisfaction variable on interest in reuse of 0.254.

Hypothesis Testing

The research model was processed with the SmartPLS 3.0 for windows program. Hypothesis testing proposed in this study looks at path coefficients based on the value of Original Sample, T-Statistic, and P-Values.

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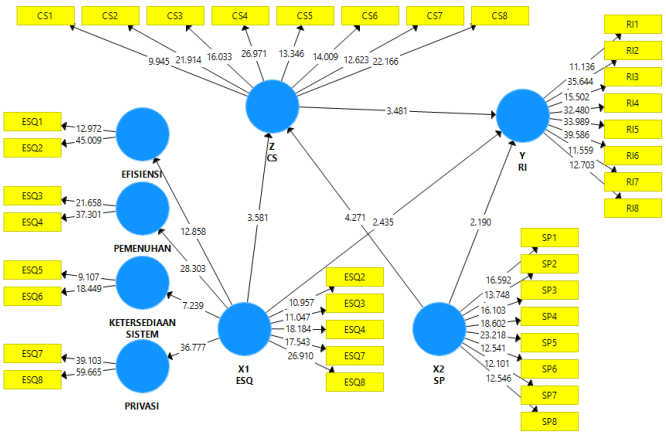

Fig 2. Diagram of Path Analysis Model Bootstrapping Results

Below Table 5 is the output of path coefficients on direct effects, while Table 6 is the output of path coefficients from indirect effects.

TABLE 5. Direct Effect On Path Coefficients Output

	Original Sample	T Statistic	P Value
E-service quality -> Customer Satisfaction	0.394	3.581	0.000
Sales promotion -> Customer Satisfaction	0.398	4.271	0.000
E-service quality -> Reusability Interest	0.258	2.435	0.015
Sales promotion -> Reusability Interest	0.247	2.190	0.029
Customer Satisfaction -> Reusability Interest	0.426	3.481	0.001

Based on Table 5 above, the following conclusions can be drawn:

H1 : Testing the effect of e-service quality on customer satisfaction in Table 5 shows a probability value of 0.000 <0.05, which means a significant effect. Gojek customer satisfaction is positively influenced by e-service quality, with the estimated value of the positive effect being 39.4% which is calculated as 0.394.

H2 : Testing the effect of sales promotion on customer satisfaction in Table 5 shows a probability value of 0.000 <0.05, which means a significant effect. Gojek customer satisfaction is positively influenced by sales promotion, with the estimated value of the positive effect being 39.8% which is calculated as 0.398.

H3 : Testing the effect of customer satisfaction on reusability interest in Table 5 shows a probability of 0.001 <0.05, which means a significant effect. The test shows that customer satisfaction has a positive effect on reuse interest, with an estimated positive effect of 42.6% which is calculated as 0.426.

H4 : Testing the effect of e-service quality on customer satisfaction in Table 5 shows a probability value of 0.015 <0.05, which means a significant effect. Gojek customer satisfaction is positively influenced by e-service quality, with the estimated value of the positive effect being 25.8% which is calculated as 0.258.

H5 : Testing the effect of sales promotion on customer satisfaction in Table 5 shows a probability value of 0.029 <0.05, which means it has a significant effect. Gojek customer satisfaction is positively influenced by sales promotion, with the estimated value of the positive effect being 24.7% which is calculated as 0.247.

TABLE 6. Mediation Test and VAF Hypothesis 6

Hypothesis	*Path*	*Original Sampel*	*P Value*	*Result*
Direct Effect	ESQ → CS	0.394	0.000	Partial Mediation
	CS → RI	0.426	0.001	
	ESQ → RI (witout mediation)	0.258	0.015	
Indirect Effect	ESQ → CS → RI (with mediation)	0.168	0.027	
VAF	VAF = Indirect Effect / Total Effect VAF = 0.168 / (0.168+0.258)			0.394

H6 : Testing the direct effect of e-service quality on interest in reuse has a positive coefficient value of 0.258 and a significance value of 0.015 <0.05. The next test of the effect of e-service quality on interest in reuse through customer satisfaction also has a positive and significant correlation, shown through the results of the path coefficient which gives a positive effect with a value of 0.168 and a significance p value of 0.027 <0.05. Based on the direct effect and indirect effect tests that have been carried out, it can be concluded that the mediation relationship between e-service quality (X1) on reuse interest (Y) through customer satisfaction (Z) is partial mediation. The amount of influence that can be absorbed by customer satisfaction from the correlation of e-service quality to interest in reuse according to the calculation with the VAF formula is 0.394 or 39.4%. The percentage result of 39.4% supports the theory of the form of mediating variables according to Hair Jr. et al, (2017) where the VAF value between 20% - 80% is included in the partial mediation category.

TABLE 7. Mediation Test and VAF Hypothesis

Hypothesis	**Path**	**Original Sample**	**P Value**	**Result**
Direct Effect	SP → CS	0.398	0.000	Partial Mediation
	CS → RI	0.426	0.001	
	SP → RI (witout mediation)	0.247	0.029	
Indirect Effect	SP → CS → RI (with mediation)	0.169	0.025	
VAF	VAF = Indirect Effect / Total Effect VAF = 0.169 / (0.169+0.247)			0.406

H7 : Testing the effect of sales promotion on interest in reuse has a positive coefficient value of 0.247 and a significance value of 0.029 <0.05. The results of the effect of sales

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promotion on reuse interest through customer satisfaction also have a positive and significant correlation, shown through the results of the path coefficient which gives a positive influence with a value of 0.169 and a significance p value of 0.025 <0.05. Based on the direct effect and indirect effect tests that have been carried out, it can be concluded that the mediating relationship between sales promotion (X2) on reuse interest (Y) through customer satisfaction (Z) is partial mediation. The amount of influence that customer satisfaction is able to provide from the sales promotion correlation to interest in reuse according to the calculation with the VAF formula is 0.406 or 40.6%. The percentage result of 40.6% supports the theory of the form of mediating variables according to Hair Jr et al, (2017) where the VAF value between 20% - 80% is included in the partial mediation category.

VI. DISCUSSION

The test results on the direct effect test show that the e-service quality variable has a significant effect on customer satisfaction as explained by the P-Value. The direction of the relationship is unidirectional or positive, where if there is an increase in the e-service quality variable, the customer satisfaction variable explained through the original sample value also rises. Based on this, it can be interpreted that the formulation of hypothesis 1 is accepted. These results are in line with research conducted by Ali et al., (2017) which explains that e-service quality has a strong impact on satisfaction. Consumers will perceive and expect website performance regarding its ability to facilitate consumer needs effectively and efficiently. The results of this comparison will cause a sense of satisfaction or dissatisfaction from consumers.

The test results on the direct effect test show that the sales promotion variable has a significant effect on customer satisfaction as explained by the P-Value. The direction of the relationship is unidirectional or positive, where if there is an increase in the sales promotion variable, the customer satisfaction variable explained by the original value also rises. Based on this, it can be interpreted that the formulation of hypothesis 2 is accepted. These results are in line with research conducted by Nguyen-Phuoc et al, (2020) stated that sales promotion has an impact on customer satisfaction. Satisfied or disappointed reactions related to perceived sales promotions will produce an impression of a brand so that it can cause behavioral changes related to brand selection and decision making in consumers.

The test results on the direct effect test show that the customer satisfaction variable has a significant effect on the interest in reuse explained by the P-Value. The direction of the relationship is unidirectional or positive, where if there is an increase in the customer satisfaction variable, the reuse interest variable explained through the original sample value will also increase. Based on this, it can be interpreted that the formulation of hypothesis 3 is accepted. These results are in line with research conducted by Sari and Giantari (2020) explains consumer satisfaction which has a significant positive effect on repurchase interest. The company's efforts to satisfy consumer needs through various strategies and ways in the hope that consumers will feel satisfied so that in the future consumers want to return to using products or services from the company.

The test results on the direct effect test show that the e-service quality variable has a significant effect on the interest in reuse which is explained by the P-Value. The direction of the relationship is unidirectional or positive, where if there is an increase in the e-service quality variable, the interest in reuse variable explained through the original sample value also rises. Based on this, it can be interpreted that the formulation of hypothesis 4 is accepted. These results are in line with research conducted by Hendratono et al, (2019) states that e-service quality has a positive impact on consumer repurchase interest both directly and indirectly. Supported by other research conducted by Shafiee and Bazargan (2018) which states that eservice quality affects consumer repurchase interest. Consumers who use online services will feel the quality of good online services such as website performance when consumers can easily access the platform without errors and confidential consumer data is kept safe or not easily exposed to the public. Some of these things contribute to the decision to use the same website or application.

The test results on the direct effect test show that the sales promotion variable has a significant effect on the interest in reuse explained by the P-Value. The direction of the relationship is unidirectional or positive, where if there is an increase in the sales promotion variable, the reuse interest variable explained through the original sample value also rises. Based on this, it can be interpreted that the formulation of hypothesis 5 is accepted. These results are in line with research conducted by Sastrawan and Suparna (2021) stated that sales promotion has a positive and significant effect on repurchase interest. One of the sales promotion strategies that can be implemented by ride-hailing companies is by providing a reward program that places consumers at the center of the company's business model. This is done as an effort to prevent consumers from losing interest in using the company's services in the future.

The test results on the indirect effect show that the e-service quality variable has a significant effect on interest in reuse through customer satisfaction as a mediator, this is explained by the acquisition of the P-Value. The direction of the relationship is unidirectional or positive, where if there is an increase in the e-service quality variable mediated by customer satisfaction, the reuse interest variable explained by the original sample value will also increase. Based on this, it can be interpreted that the formulation of hypothesis 6 is accepted. The previous direct effect test also mentioned the positive and significant effect of the e-service quality variable on reuse interest. This indicates that the mediation role produced by customer satisfaction is as a partial mediation, with the amount of absorption of influence calculated through VAF is 39.4%. These results are in line with research conducted by Ali et al, (2017) which explains the positive relationship between e-service quality on satisfaction and interest in reuse. Consumers will compare the results and expectations of website performance. The result is that if consumers are satisfied with the services received on the

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performance of an online system or website, then it is likely that consumers will continue or will reuse the system.

The test results on the indirect effect show that the sales promotion variable has a significant effect on reuse interest through customer satisfaction as a mediator, this is explained by the acquisition of the P-Value. The direction of the relationship is unidirectional or positive, where if there is an increase in the sales promotion variable mediated by customer satisfaction, the reuse interest variable explained by the original sample value will also increase. Based on this, it can be interpreted that the formulation of hypothesis 7 is accepted. The previous direct effect test also mentioned the positive and significant effect of the sales promotion variable on reuse interest. This indicates that the mediation role generated by customer satisfaction is as a partial mediation, with the amount of absorption of influence calculated through VAF is 40.6%. These results are in line with research conducted by Sastrawan & Suparna (2021) shows that sales promotion has a positive and significant effect on reuse interest with customer satisfaction as a mediator. The results of this study state that providing discounts for every purchase made by consumers and the existence of attractive offers will increase customer satisfaction, which means that it will increase consumer repurchase intentions.

VII. Conclusion

Based on the results of the analysis of the findings in this study, the authors can conclude:

1. The results of the direct effect test on this research model show that the e-service quality variable has a positive and significant effect on customer satisfaction.
2. The results of the direct effect test on this research model show that the e-service quality variable has a positive and significant effect on reuse interest.
3. The results of the direct effect test on this research model show that the sales promotion variable has a positive and significant effect on customer satisfaction.
4. The results of the direct effect test on this research model show that the sales promotion variable has a positive and significant effect on reuse interest.
5. The results of the direct effect test in this model show the results of the customer satisfaction variable having a positive and significant effect on reuse interest.
6. The results of the indirect effect test on this research model show that the e-service quality variable has a positive and significant effect on reuse interest through customer satisfaction. Customer satisfaction acts as a mediating variable with the category of partial mediation.
7. The results of the indirect effect test on this research model show that the sales promotion variable has a positive and significant effect on reuse interest through customer satisfaction. Customer satisfaction acts as a mediating variable with the category of partial mediation.

VIII. Sugesstions

Based on the research findings on Gojek consumers in Semarang Regency, the authors can provide suggestions:

1. Each Gojek party guarantees confidentiality regarding consumer personal data stored on the application system.
2. Gojek partners (drivers) use the type of vehicle that matches what is listed on the Gojek partner profile in the application, if changes occur, partners can update the data in the application. This is to provide valid information to consumers who will use Gojek services.
3. Increase information delivery activities, especially promotional activities through media that are close to potential consumers. Using social media especially for information updates to consumers while still paying attention to the credibility of the creative content disseminated to consumers, in order to build positive emotional relationships between Gojek and their consumers.
4. Adding or updating types of services and upgrading service features in the Gojek application in order to maintain and improve the reliability of Gojek applications and services. In addition, managing vouchers or promotional codes to be more diverse and able to provide more savings to consumers, because promotions are prone to be imitated by competitors in attracting consumers to switch to these competitors.

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