



Influence Of Satisfaction, Commitment, And Trust Customer To Customer Loyalty Gojek Users In Bandar Lampung

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ABSTRACT

In this modern era, people have various activities and to fulfill the needs of these activities, people need transfers as fork equipment or auxiliary equipment in carrying out their activities. One of the online transfer services currently available among the public is Gojek Indonesia, which is an online transfer service application that can be used on smartphones. To offer compliance to its customers, currently the services offered by Gojek range from a service system for accompanying passengers using motorized transportation, a food delivery service system, to a one day grocery shopping service system. The aim of this research is to identify the effects of Happiness, Commitment and Confidence in Compliance on Gojek consumers in Bos Lampung. The research used is quantitative research and the sampling method used in this research is probability sampling. The number of examples obtained was 81 respondents, namely Gojek clients in Bos Lampung. Based on the research results, it shows that satisfaction and trust elasticities have an impact on Gojek client compliance in Bos Lampung, while for elastic commitments it has no effect on Gojek client compliance in Bos Lampung. In this research the elastic effects of Satisfaction, Commitment and Confidence affect 78% of Gojek client compliance in Bos Lampung. Conversely, more than 22% is influenced by other aspects not monitored in this research.

INTRODUCTION

From time digital Which everything lightning as well as energetic This, arrival telephone cellular So something desire Which means make Can access data as well as anyway as equipment communication distance Far. But, make Can access data as well as speak in distance Far is required service internet. Origin method gojek Indonesia start Work Of Indonesia(the special DKI Jakarta) on Year 2010. On duration inhabitant start feel helped with arrival gojek make smash congestion city Jakarta. Enthusiasm as well as confidence inhabitant until moment This teruji with 50 million time downloads, Good Of Google App Store or Apple App Store. gojek Indonesia with method valid issued on 13 October 2010. Reason the system currently easy as well as amount driver just 20, until method booking Also currently tried past call center(24 jam).

Year 2014 application gojek Indonesia perfected so driver as well as passenger more easy carry out business. Regarding This helped with its presence proposal budget capitalization big Which obtained by nadiem Makarim. On January 2015 gojek Indonesia launch application Which can installed Of cellphone smart Program taxibike online This in fact welcomed positive by inhabitant big with feature taxibike online make passenger Goride as well as Gokar on religious arrival application Of cellphone smart

Since when application issued, gojek continue become lightning as well as Then leave. Moment This application gojek have more from 20 service Which So solving activity each day as well as So Wrong One program technology the most Which serve millions consumer Of Asia Southeast with increase 3 Super- app: make costomer, driver, as well as anyway merchant. Indonesia shaken with plague virus corona covid- 19 Which start denounce health inhabitant. from January 2020 Already report earth enter the in bad line big adrift virus This. Business obey enforcement Which inaugurated authorities, Gojek supports #Dirumahaja Action as one of the ways is to launch a new service, namely Goshop, which is a shopping feature for supermarkets and directly organizes supermarkets and supermarkets to prepare deliveries so that after it has been

prepared, Goshop drivers can quote packages for them to be delivered to consumers. This is also being tried to protect families or residents by maintaining distance (social distancing) when in groups or in activities that involve many people at the same time for mutual safety. Gojek also produces the latest policies in an effort to prevent the spread of COVID-19 through forms of communication in Gofood's service features, and Goshop. Regarding the need to make Cashless Payments (non-cash payments), payments are made with Gopay or Pay Later (giving money tomorrow) so it can be easier to do Physical Distancing with drivers.

Gojek wants to help its customers fulfill their needs, such as online motorcycle taxis and taxis, making purchases, buying food, and the like with Goride, Gocar, Gofood, and Goshop services. Not only that, #KasihOveran to help drivers by distributing paid money through the application. It is hoped that this stage will help and burn the drivers who have been willing to break the risk in the midst of the serious situation of the COVID-19 pandemic and the lack of orders during the COVID-19 pandemic which resulted in the inclusion of drivers.

By conducting a pre-survey on 100 respondents who tested it in Bos Lampung, the online motorcycle taxi service clients they most often use are Gojek at 87% and they recommend other people when using Gojek online motorcycle taxi services at 80%. Information from pre-survey results proves that more than 50% of Gojek online transfer clients are loyal to the services they use. And with the alibi of price, security, and speed, the things that make them use Gojek compared to Grab are 87% of consumers of online transfer services in Bos Lampung.

LITERATURE REVIEW

Satisfaction

For Zakaria Afiff Adi (2016; 46): "Client Happiness is the level of a person's feelings after equating the ability of the results experienced with his hopes." For Aryani (2016; 47): "Industries that have loyal clients will be able to reduce expenses for sales and marketing fees that will achieve large marketing capacity and the industry will get new clients through positive communication". For Maulana (2016; 18): "Client happiness will come true if the level of client perception of services obtained from a service industry is similar to or exceeds the level of client expectations for client services." According to research conducted by Sapmaya Wulan (2011; 167): "Determining client desires is an important thing that must be done by an industry to achieve goals and produce marketing through client satisfaction and basically the industry experiences 2 groups of consumers, namely new customers and returning customers.

Client happiness is a condition where the client's desires, dreams and needs are fulfilled. A service is considered a relief if it can fulfill the wishes and dreams of its customers. There are several aspects that clients can think about in considering a service for Leonard L. Benny (2016; 18), namely:

1. Time accuracy
2. Can be trusted
3. Technical expertise
4. Quality
5. Matching price

Commitment

For Wang (2011; 59): "Client Commitment is the degree to which the client is bound in an emotional way to a particular brand. For Wang (2011; 60): "Customer Commitment is the client's eternal will to continue the relationship with the merchant accompanied by the will to make efforts to maintain it". For Wang (2011; 63): "Commitment is the force that binds a person to action related to one or more goals". So that it can be concluded that Commitment is the willingness and availability of the client to try to continue and maintain a bond with a brand that is bound by emotion.

For Tool Kharis (2011; 55) the markers of agency commitment are:

1. Will
2. Loyalty
3. Pride
4. Rules
5. Income

For Upamanyu (2012; 34): "Client confidence is a feeling of comfort that a client has in dealing with a brand". For Delgado and Aleman (2013; 11): "Client trust is defined as a feeling of comfort that a client has in interacting with a brand, if it is based on the assumption that the brand can be relied upon and is responsible for the needs and safety of the client". For Delgado and Aleman (2013; 12): "Client trust is the desire of clients in general to trust the brand's expertise to carry out its stated benefits". So it can be concluded that Client Confidence is a comfortable feeling that a client has in dealing with a brand based on the assumption that the brand can be relied on for its benefits and its ability to meet customer needs.

Trust

For Upamanyu (2012; 34): "Client confidence is a feeling of comfort that a client has in dealing with a brand". For Delgado and Aleman (2013; 11): "Client trust is defined as a feeling of comfort that a client has in interacting with a brand, if it is based on the assumption that the brand can be relied upon and is responsible for the needs and safety of the client". For Delgado and Aleman (2013; 12): "Client trust is the desire of clients in general to trust the brand's expertise to carry out its stated benefits". So it can be concluded that Client Confidence is a comfortable feeling that a client has in dealing with a brand based on the assumption that the brand can be relied on for its benefits and its ability to meet customer needs.

Markers of Confidence For Maharani (2014; 34) there are 4 markers in the elasticity of belief, namely:

1. Reliability
2. Honesty
3. Concern
4. Credibility
5. Convenience

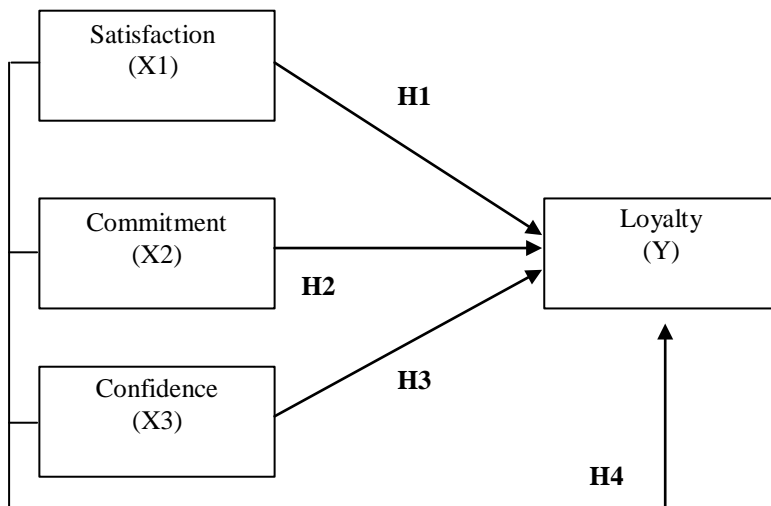
Loyalty

Zakaria Afiff Adi. (2016): "Client Compliance Means that the client only buys one specific brand and does not take over, regardless of any agreement offered." For Kotler and Keller (2016; 153): "Compliance has been defined as a consistently held commitment to repurchase or repatronize a preferred product or service in the future despite situational consequences and sales efforts that have the potential to cause switching attitudes". That way it can be claimed that Client Compliance is a client's commitment to then repurchase a product or service they like without changing brands.

For Griffin (2016; 176) the sign of compliance is as follows:

1. Execute Repeat Purchases
2. Propose to Others
3. Willingness to Pay Off Higher
4. Cooperative
5. Confidence

Conceptual Framework



RESEARCH METHOD

A. Types of research

The type of research used in this research is quantitative research. Quantitative research is a type of research whose specifications are analytical, planned, and clearly organized from the start to the formulation of the research concept. For Sugiyono (2011; 216), "research based on the metaphysics of positivism, is used to study populations or specific illustrations and collect information using research instruments, analyzing data of a quantitative or statistical nature, with the aim of testing assumptions or temporary assumptions that have been formalized". The research concept used in this research is descriptive research. Descriptive research is research that is carried out by observing, checking, tracking and monitoring to obtain facts from an existing sign, event, incident or condition and seek explanations in an actual way and obtain evidence for signs or incidents so that it can be used as a basis make a solution to the problem.

B. Population and Sample

This research uses a non-probability sampling method (collection of random illustrations) for collecting illustrations. For Sugiyono (2011; 218): "Research on non-probability sampling (collection of random illustrations)

in this research uses the accidental sampling method, accidental sampling is a method of collecting illustrations". The benchmark for respondents in collecting this illustration is as follows:

1. Adults 16 years and over
2. Minimum student or high school
3. Have used Gojek at least 3 times

The population in this research is motorcycle taxi consumers, the total population used in this research is 325 people. In this research, the number of illustrations used was 81 respondents.

RESULTS AND DISCUSSION

Research result

This research is based on the essay on the Consequences of Happiness, Commitment, and Client Confidence in Compliance with Gojek Consumer Clients in Bos Lampung. With a total of 81 respondents, online motorcycle taxi consumers in the city of Bos Lampung, with the following explanation from the respondents:

1. Benchmark Respondents Based on Gender

Chart 4. 1 Respondents Based on Gender

Type Sex	Number of Respondents	Percentage
Lk	29	35,80 %
Pr	52	64,20 %
Total	81	100 %

Source: Data Processed From SPSS

From the chart above, it can be seen that the benchmark for respondents based on genital type obtained a percentage of 45.83% for male genital type respondents with a total of 44 respondents while for female genital type with a percentage of 54.17% with a total of 52 respondents. Based on this explanation, it can be explained that the majority of respondents in this study were of the female genital type.

1. Respondent Criteria Based on Age

Table 4.2 Respondents by Age

Age	Number of Respondents	Percentage
18 – 27 years	24	29,63%
28 – 37 years	28	34,56 %
38 – 47 years	18	22,23%
48 – 57 years	11	13,58%
Total	81	100 %

Source: Data Processed From SPSS

From the chart above it can be seen that the standard of respondents is based on age level, the highest percentage is 34.56% with respondents with an age level of 28-37 years with a total of 28 respondents. Meanwhile, for the lowest percentage, it was 13.58% with an age level of 48-57 years with a total of 11 respondents. Based on this explanation, it can be explained that the majority of respondents in this research were aged 28-37 years.

2. Respondent Criteria Based on Type of Work

Table 4.3 Respondents by Type of Work

Work	Number of Respondents	Percentage
Student / Student	29	35,80 %
Self-employed	18	22,23 %
State Officer	6	7,42 %
Private Officer	15	18,51 %
Other	13	16,04%
Total	81	100 %

Source: Data Processed From SPSS

From the chart above, it can be seen that the standard based on the type of profession obtained the highest percentage of 35.80% with respondents with a level of type of profession of students or students with a total of 29 respondents. Conversely, for the lowest percentage of 7.42% with the type of profession of State Employees with a total of 6 respondents. Based on the explanation above, it can be explained that most respondents in this research are at the level of professional type as students or students.

3. Respondent Criteria based on Education Level

Table 4.4 Respondents by Education Level

Education	Number of Respondents	Percentage
SLTA / SMA	27	33,33%
D-III	21	25,93%
S1	32	39,50%
S2	1	1,24%
Total	81	100 %

Source: Data Processed From SPSS

From the chart above, it can be seen that the benchmark is based on the level of learning, the highest percentage is 39.50% with respondents with an undergraduate level of learning with a total of 32 respondents. On the other hand, the lowest percentage is 1.24% with a master's degree with 1 respondent. Based on the above explanation, it can be explained that most of the respondents in this research came from the S1 learning level.

4.1 Analysis Results

Experimental Results The analysis was assisted by the SPSS type 25 2022 computerized program, which was tried on 81 respondents, namely consumers of Gojek transportation services in Bos Lampung with a total of 40 questions with the following results.

4.1.1 Validity Instrument Test Results

The validity experiment was tested on the answers of 81 respondents. This value is the number of relationships between each item and the total number of items. With 81 respondents, a t_{table} of 0.216 (embedded t_{table}) was obtained. To determine whether a questionnaire item is breastfed or not with the following description:

Under the collection of Trial Validity determinations

- If the numbers r_{count} r_{table} until claimed valid
- If the $r_{count} < r_{table}$ until claimed to be invalid

Table 4.5 Satisfaction Validity Test Results (X_1)

Statement	r_{count}	r_{table}	Condition	The knot
1	0,645	0,216	$r_{count} > r_{table}$	Valid
2	0,715	0,216	$r_{count} > r_{table}$	Valid
3	0,522	0,216	$r_{count} > r_{table}$	Valid
4	0,739	0,216	$r_{count} > r_{table}$	Valid
5	0,711	0,216	$r_{count} > r_{table}$	Valid
6	0,690	0,216	$r_{count} > r_{table}$	Valid
7	0,221	0,216	$r_{count} > r_{table}$	Valid
8	0,675	0,216	$r_{count} > r_{table}$	Valid
9	0,468	0,216	$r_{count} > r_{table}$	Valid
10	0,519	0,216	$r_{count} > r_{table}$	Valid

Source: SPSS 2022

With under the collection of valuable decisions rhitung

r_{table} 0.216 (r_{table} embedded) which means the item is a statement ASI and can be continued to the next experiment. Based on the validity experiment above elastic (X_1) satisfaction can be concluded if the test with 10 statement items was tried on 81 respondents where all statement items were tied to ASI. The result is elastic (X_1) Satisfaction for all problem items is complete and can be continued to the reliability trial.

Table 4.6 Commitment Validity Test Results (X_2)

Statement	r_{count}	r_{table}	Condition	The knot
1	0,814	0,216	$r_{count} > r_{table}$	Valid
2	0,736	0,216	$r_{count} > r_{table}$	Valid
3	0,659	0,216	$r_{count} > r_{table}$	Valid
4	0,752	0,216	$r_{count} > r_{table}$	Valid
5	0,779	0,216	$r_{count} > r_{table}$	Valid
6	0,581	0,216	$r_{count} > r_{table}$	Valid

7	0,520	0,216	$r_{\text{count}} > r_{\text{table}}$	Valid
8	0,715	0,216	$r_{\text{count}} > r_{\text{table}}$	Valid
9	0,659	0,216	$r_{\text{count}} > r_{\text{table}}$	Valid
10	0,752	0,216	$r_{\text{count}} > r_{\text{table}}$	Valid

Source: SPSS 2022

With under the collection of valuable decisions rithing Rtable 0.216 (rtable embedded) which means the item is a statement ASI and can be continued to the next experiment. Based on the validity experiment above elastic (X2) commitment, it can be concluded that the test with 10 statement items was tried on 81 respondents where all problems were related to breastfeeding. The result is elastic (X2) The commitment for all statement items is complete and can be continued to the reliability trial.

Table 4.7 Trust Validity Test Results (X₃).

Statement	r_{count}	r_{table}	Condition	The knot
1	0,572	0,216	$r_{\text{count}} > r_{\text{table}}$	Valid
2	0,811	0,216	$r_{\text{count}} > r_{\text{table}}$	Valid
3	0,571	0,216	$r_{\text{count}} > r_{\text{table}}$	Valid
4	0,495	0,216	$r_{\text{count}} > r_{\text{table}}$	Valid
5	0,495	0,216	$r_{\text{count}} > r_{\text{table}}$	Valid
6	0,633	0,216	$r_{\text{count}} > r_{\text{table}}$	Valid
7	0,462	0,216	$r_{\text{count}} > r_{\text{table}}$	Valid
8	0,572	0,216	$r_{\text{count}} > r_{\text{table}}$	Valid
9	0,811	0,216	$r_{\text{count}} > r_{\text{table}}$	Valid
10	0,571	0,216	$r_{\text{count}} > r_{\text{table}}$	Valid

Source: SPSS 2022

With under the collection of valuable decisions rithing Rtable 0.216 (rtable embedded) which means the item is a statement ASI and can be continued to the next experiment. Based on the validity experiment above the elastic (X3) Confidence can be concluded if the test with 10 statement items which was tried on 81 respondents where for all problems with breastfeeding ties. The result is elastic (X3) Confidence for all statement items is complete and can be continued to reliability trials.

Table 4.8 Customer Loyalty Validity Test Results (Y).

Statement	r_{count}	r_{table}	Condition	The knot
1	0,567	0,216	$r_{\text{count}} > r_{\text{table}}$	Valid
2	0,353	0,216	$r_{\text{count}} > r_{\text{table}}$	Valid
3	0,648	0,216	$r_{\text{count}} > r_{\text{table}}$	Valid
4	0,451	0,216	$r_{\text{count}} > r_{\text{table}}$	Valid
5	0,652	0,216	$r_{\text{count}} > r_{\text{table}}$	Valid
6	0,449	0,216	$r_{\text{count}} > r_{\text{table}}$	Valid
7	0,356	0,216	$r_{\text{count}} > r_{\text{table}}$	Valid
8	0,690	0,216	$r_{\text{count}} > r_{\text{table}}$	Valid
9	0,448	0,216	$r_{\text{count}} > r_{\text{table}}$	Valid
10	0,727	0,216	$r_{\text{count}} > r_{\text{table}}$	Valid

Source: SPSS 2022

With the bottom collection of determinations worth r count r table 0, 216 (embedded r table) which means the item statement ation can be continued to the next experiment. Based on the validity of the above elastic (Y) Customer Compliance test, it can be concluded that the test with 10 statement items that was tried on 81 respondents made all problems related to breastfeeding. As a result elastic (Y) Customer compliance for all statement items is complete and can proceed to reliability testing.

4.1.2 Reliability Test Results

Under Collection of Reliability Experiment Determination:

a. If the Cronbachalpha number

0.60, to a reliable statement.

b. If the Cronbachalpha < 0.60, until the statement is not reliable

Table 4.9 Satisfaction Reliability Test Results (X₁)

Reliability Statistics	
Cronbach's Alpha	N of Items
,787	10

Source: SPSS 2021

Based on the output of the reliability experiment above using 10 statement items tested on 81 respondents, it can be concluded that the Satisfaction Elasticity has a Cronbach's Alpha value of 0.7870.60. As a result, it can be said that the research instrument on Satisfaction Elasticity (X₁) is reliable and can be obtained. .

Table 4. 10 Results of the Commitment Reliability Test (X₂)

Reliability Statistics	
Cronbach's Alpha	N of Items
,879	10

Source: SPSS 2022

Reliability Statistics	
Cronbach's Alpha	N of Items
,879	10

Source: SPSS 2022

Based on the output of the reliability experiment above using 10 statement items tested on 81 respondents, it can be concluded that Elastic Commitment has a Cronbach's Alpha value of 0.879 0.60. As a result, it can be said that the research instrument on Elastic Freedom (X₂) Commitment is reliable and can obtained.

Table 4.11 Trust Reliability Test Results (X₃)

Reliability Statistics	
Cronbach's Alpha	N of Items
,790	10

Source: SPSS 2022

Based on the output of the reliability experiment above using 10 statement items tested on 81 respondents, it can be concluded that the Cronbach's Alpha has a Cronbach's Alpha value of 0.6110. . Table 4.12 Test Results of Consumer Loyalty Reliability (Y).

Table 4.12 Trust Reliability Test Results (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
0,719	10

Source: SPSS 2022

Based on the output of the reliability experiment using 10 statement items that were tested on 81 respondents, it can be concluded that the Customer Compliance Elasticity has a Cronbach's Alpha value of 0.7190. can be obtained.

4.2 Normality Test Results

In this research, to test the normality of the information, it was carried out through the One-Sample Kolmogorov-Smirnov Test, Histogram Diagram Experiment and PP-Plots. Under the collection of determinations to test the normality of the data using the One-Sample Kolmogorov-Smirnov Test, namely:

mad. Without the angka Sig

0.05 to normally distributed numbers

b. If the number Sig<0.05 to non-normally distributed numbers

Table 4.13 Normality Test Results

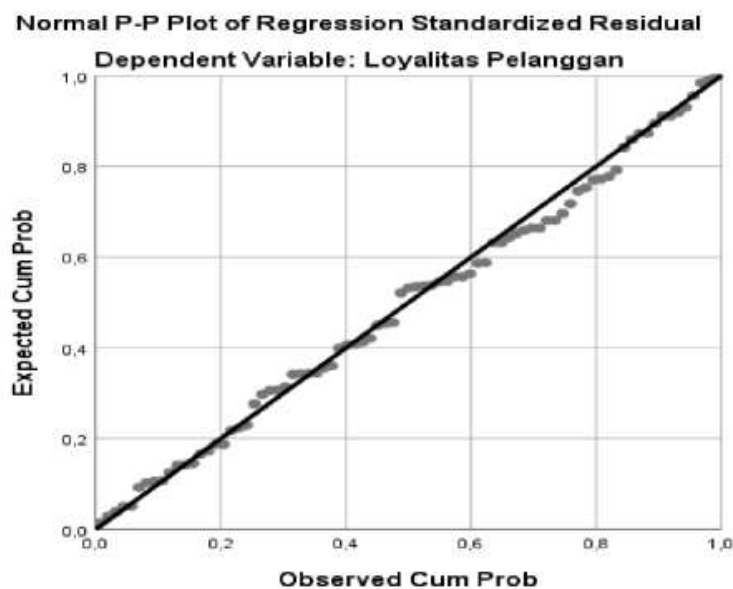
One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		81
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,73746887
Most Extreme Differences	Absolute	,056
	Positive	,056
	Negative	-,040
Test Statistic		,056
Asymp. Sig. (2-tailed)		,200 ^{c,d}

a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.
 d. This is a lower bound of the true significance.

Source: SPSS 2022

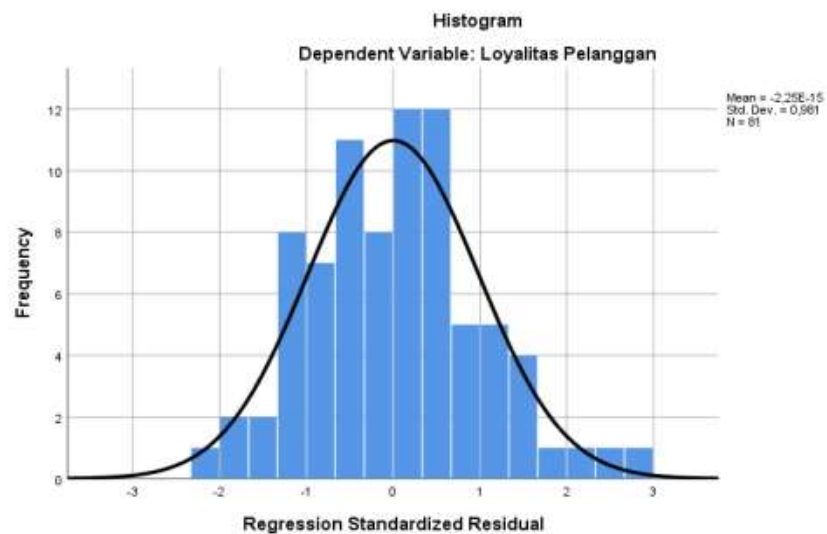
The results of the normality test experiment using the One-Sample Kolmogorov-Smirnov Test above prove that all research elasticities have a significance value of 0.200 as a result it can be concluded that the information in the research is distributed fairly.

Figure 4.3 Output PP-Plots



Not only using the One-Sample Kolmogorov-Smirnov Test, the normality experiment in this research uses a PP-Plot diagram. Based on the results of the probability plots reasonable trials, the method of the diagram above can be concluded that the points trace the diagonal line from point 0 and do not extend too far, so that it can be concluded that the information is distributed fairly.

Figure 4.4 Output Histogram



Graph of Normality Test Histogram between Satisfaction variables (X_1) Commitment (X_2) Faith (X_3) with the variable (Y) Customer Loyalty it can be concluded that the data is normally distributed. This is based on the bell-shaped line graph histogram where the more the bell forms, the more it shows the normality of the data.

4.3 Multiple Linear Regression Test Results

Multiple Linear Regression Analysis is attempted to determine whether 2 or more independent elastics (X_1 X_2 , and X_3) affect the bound elastic (Y) and how much effect the free elastic (X_1 X_2 , and X_3) have on the bound elastic (Y). Table 4.14 Multiple Linear Regression Test Results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1	(Constant)	5,354	2,051		
	Satisfaction	,963	,136		,997
	Commitment	-,370	,096		-,446
	Trust	,260	,074		,291

a. Dependent Variable: Customer Loyalty

Source: SPSS 2022

From the chart above, it can be concluded that the meeting of the regression coefficients is $Y = 5.354 + 0.963 X_1 + - 0.370 X_2 + 0.260 X_3$ with the description as follows:

- The constant number (α) is 5.354 which means that if the manager of Gojek Bos Lampung has absolutely no reflection or description of Satisfaction, Commitment and Confidence to the analogy of the Customer Compliance level the value is still 5.354.
- The elastic regression coefficient (X_1) for satisfaction is obtained at 0.965 which means that if the manager of Gojek Bos Lampung pays attention to the satisfaction elasticity (X_1) for every 1 increase in the satisfaction elastic base it will affect the level of client compliance by increasing by 0.963.
- The elastic regression coefficient (X_2) for commitment is obtained by -0.370 which means that if the manager of Gojek Bos Lampung pays attention to the elasticity of commitment (X_2) for every increase of 1 commitment elastic base it will affect the level of customer compliance by increasing by -0.370.
- The independent elastic regression coefficient (X_3) Confidence is obtained at 0.260 which means that if the manager of Gojek Bos Lampung pays attention to the Elasticity of Confidence (X_3) every increase of 1 basis of thinking elasticity will affect the level of Customer Compliance by increasing by 0.260.

4.4 Hypothesis testing

In this research with the essay on the Effects of Happiness, Commitment, and Client Confidence in Gojek Consumer Client Compliance in Bos Lampung where to identify whether or not the free elastic happiness (X1), Commitment (X2) and Confidence (X3) affect the bound elastic (Y) Client compliance until a presumption trial is attempted. The presumption experiment is attempted to determine something, so that it can accumulate facts in the form of data in determining decisions whether to deny or accept evidence from statements or assumptions that have been made.

4.4.1 Test Results t

- a. The t experiment is used to find out whether the independent variables are between satisfaction
- b. (X1) Commitment (X2) Confidence (X3) partially or individually affects or not to elastic bound Client Compliance (Y).
- c. Resolution collection policy:
- d. When the value of sig$\leq 0,05$, or thitung
- e. ttable until there is an impact of each flexible flexible (X1, X2 and X3) on the bound elastic (Y) until H1 is obtained.
- f. If the sig number is 0.05 or tcount\leq ttable so that there is no effect of each independent elastic (X1, X2 and X3) on the bound elastic (Y) until H1 is rejected.

With details confirm ttable as follows:

- a. Using a ttable with a confidence level of 95% = 0.05
- b. Method to find ttable= t(a or 2; n- k)
- c. Until t=(0,05 or 2)= 0,025 and (81-3)= 78
- d. As a result 0.025 with 78 a ttable number of 1.991 (embedded in ttable) is obtained

Explanation:

- n: Number of Respondents
- k: Free Elastic Amount(X)
- a: Constant Number

Table 4.15 Output Test Results t

Model		Coefficients ^a	
		t	Sig.
1	(Constant)	2,610	,011
	Satisfaction	7,074	,000
	Commitment	-3,870	,000
	Trust	3,538	,001

a. Dependent Variable: Customer Loyalty

Source: SPSS 2022

Based on the results of the t experiment in the chart above, it can be concluded as follows:

- 1. Consequences of Satisfaction (X1) to Client Compliance (Y)
 - a. Based on the chart above, it is obtained that the tcount of satisfaction is 7.074 with a Sig number of 0.000. With under the accumulation of numerical determinations Sig$\leq 0,05$, or thitung ttable
 - b. With so means tcount 7,074 ttable 1,991 (embedded ttable) with Sig. 0.000≤ 0.025. This proves that the assumption H1 is obtained. As a result, it can be said that the satisfaction elasticity (X1) has an effect on (Y) Gojek Client Compliance in Lampung Boss.
- 1. Consequences of Commitment (X2) to Client Loyalty (Y)
 - a. Based on the chart above, it is obtained that the tcount Commitment is -3,870 with a Sig number of 0,000.
 - b. With the collection of determination figures Sig$\leq 0,05$, or tcount ttable
 - c. That means tcount - 3,870\leq ttable 1,991 (embedded ttable) with Sig. 0.000≤ 0.025. This proves that the assumption H2 is rejected.
 - d. As a result, it can be said that the elastic commitment (X2) has no positive effect on (Y) Gojek Client Compliance in Bos Lampung.
- 2. Consequences of Confidence (X3) to Client Compliance (Y)
 - a. Based on the chart above, it is obtained that the tcount Confidence is 3.538 with a Sig number of 0.001.
 - b. With under the accumulation of numerical determinations Sig$\leq 0,05$, or thitung ttable
 - c. That means tcount 3,538 t table 1,991 (embedded t table) with the Sig level. 0.001≤ 0.025. This proves that the assumption H3 is obtained.

d. As a result, it can be said that the elasticity of Faith (X3) has an effect on (Y) Compliance with Gojek Clients in Lampung Boss.

4.4.2 F test results

To test the effect of Satisfaction (X1) Commitment (X2) Confidence (X3) having a simultaneous or joint effect on (Y) Gojek Client Compliance in Boss Lampung so that experiment F is used with the following description. Under decision collection

- a. If the sig<; 0, 05, or Fcount, Ftable so that there is a joint elastic effect (X1, X2 and X3) on the bound elastic (Y) so that H4 is obtained.
 - b. If the sig number is 0.05 or Fcount<; Ftable until there is no independent elastic effect (X1, X2 and X3 together on the bound elastic (Y) until H4 is rejected. By using the Ftable search method
- a. Method $F_{table} = (n - k - 1)$
 b. Until $F_{table} = (81 - 3 - 1) = 77$
 c. The result is a Ftable of 2.72 (embedded Ftable)
- Information
 n: Number of Respondents
 k: Free Elastic Amount (X)

Table 4.16 F Test Output Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig. ^b
1	Regression	857,262	3	285,754	91,108	,000 ^b
	Residual	241,504	77	3,136		
	Total	1098,765	80			

- a. Dependent Variable: Customer Loyalty
- b. Predictors: (Constant), Trust, Commitment, Satisfaction

Source: SPSS. 2022

Based on the output results above, we can identify significant figures for the effect of Satisfaction (X1) Commitment (X2) Confidence (X3) simultaneously or together on Customer Compliance (Y) of Fcount 91, 108 2.72 Ftable and Sig 0. 000< 0.05 as a result it can be concluded that Satisfaction (X1) Commitment (X2) Confidence (X3) simultaneously or jointly influences Gojek Client Compliance in Lampung boss. As a result, this proves that the assumption H4 is accepted.

4.4.3 Test Results for the Coefficient of Determination of R²

Test Coefficient of Assurance R2 which means as a result of the free elastic provided Satisfaction (X1) Commitment (X2) Confidence (X3) to the bound elastic (Y) Consumer Discipline or in other words the value of the coefficient of assurance or R2 is useful for calculating and seeing how the amount of participation due to the elastic given freely (X1 X2 and X3) jointly to (Y).

Table 4.17 Test Results for the Coefficient of Determination of R²

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,883 ^a	,780	,772	1,77099

- a. Predictors: (Constant), Trust, Commitment, Satisfaction
- b. Dependent Variable: Customer Loyalty

Source: SPSS. 2022

Based on the output of the chart above, it is described as follows:

1. R: the coefficient of the accepted relationship is 0.883 which means the elastic effect of Satisfaction (X1) Commitment (X2) Confidence (X3) to (Y) Client Compliance is 0.883.
2. R Square: R2 of 0.780 will be changed to a percentage of 78% which means elastic Satisfaction (X1) Commitment (X2) Confidence (X3), affecting 78% of (Y) Compliance with Gojek customers in Bos Lampung.. Conversely, more than 22% is influenced by other aspects not monitored in this research.

3. Adjusted R Square obtained by 0.772 means that the elastic is free Satisfaction (X1) Commitment (X2) Confidence (X3) Bond (X5) provides a strong effect on the elastic bound Client Compliance (Y).
4. Std Error of the Estimate: A dimension of the number of errors in the form of regression in predicting the number Y. From the results of the regression it can be the number 1.77099. This means that the number of errors in the prediction of Visit Attention is 1.77099.

4.5 Discussion

In this research with the headline Effects of Happiness, Commitment, and Client Confidence in Compliance with Gojek Consumer Clients in Bos Lampung and there are free elasticities namely Satisfaction (X1) Commitment (X2) Confidence (X3) and elastic bound Client Compliance (Y). The respondents in this research used were 81 Gojek consumer respondents in Bos Lampung with the explanation as follows.

4.5.1 The Effect of Satisfaction (X₁) Against Customer Loyalty (Y)

Client happiness by showing total action to the service provider, or emotional response to the comparison between what the client expected and what they got. Satisfaction is the level of a person's feelings after equating the ability of the results experienced with his expectations. In this research the Satisfaction Elasticity (X1) has 5 indicators which include Time Accuracy, Reliability, Technical Expertise, Quality and Proportional Price with 10 statement items. The result of Satisfaction (X1) on Client Compliance (Y) originates from the results of the t experiment, the tcount is 7.074 with a Sig of 0.000. Under the collection of determinations, the Sig<< 0, 05, or tcount ttable. That means tcount 7.074 ttable 1.991 (embedded ttable) with the Sig level. 0.000<< 0.025. This proves that the assumption H1 is obtained. As a result, it can be said that the satisfaction elasticity (X1) has an impact on (Y) Gojek Client Compliance at Bos Lampung. Satisfaction has an impact on Client Compliance according to previous research conducted by Nikunj Kumar Jain, Shampy Kamboj, Vinod Kumar, and Zillur Compassion (2017) with the essay Effects of Happiness, Commitment, Confidence affect Compliance with social media. where research results prove that satisfaction has an elastic effect on compliance with social media.

4.5.2 The Effect of Commitment (X₂) Against Customer Loyalty (Y)

Commitment is an action that is a desire to maintain a long-distance connection because that bond is felt to be valuable and provides benefits. Client commitment is a longstanding desire within the client to maintain a valuable bond or a bond that provides benefits. In this research for elastic commitment (X2) there are 5 indicators which include Desire, Obedience, Courage, Determination and Income with 10 statement items. As a result of Commitment (X2) to Client Loyalty (Y) sourced from the results of the t trial, a tcount of -3.870 is obtained with a Sig number of 0.000. By collecting the determination of the Sig<< 0, 05, or tcount ttable. That means tcount- 3, 870 < ttable 1, 991 (embedded ttable) with Sig. 0.000<< 0.025. This proves that the assumption H2 is rejected. As a result, it can be said that the elastic commitment (X2) has no effect on (Y) Gojek Client Compliance at Bos Lampung. Commitment has no effect on Client Compliance in contrast to previous research conducted by Alexander Kurnia (2019) with the essay Consequences, Client Happiness, Client Commitment and Sales to Client Compliance to Consumers of OYO Lodging in Jakarta where research results prove elastic Commitment has consequences for Compliance Clients at OYO Accommodation Consumers in Jakarta.

4.5.3 The Effect of Belief (X₃) Against Customer Loyalty (Y)

Confidence (trust) is the main basis of a business field. A business relationship between 2 or more parties will occur if each party believes. This trust is not just something that can be recognized by other parties or partners in the business field, but must be formed from an early age and can be proven by protecting the trust that is submitted. In this research, for Elasticity Confidence (X3) there are 5 indicators which include Reliability, Honesty, Attention, Credibility and Convenience with 10 statement items. Consequences of Confidence (X3) on Client Compliance (Y) based on the results of the t trial obtained a tcount of 3.538 with a Sig value of 0.001. Under the collection of determinations the number Sig< 0, 05, or tcount ttable. That means tcount 3,538 ttable 1,991 (embedded ttable) with the Sig level. 0.001<< 0.025. This proves that the assumption H3 is obtained. As a result, it can be said that the elasticity of Faith (X3) has an impact on (Y) Compliance with Gojek Clients in Lampung Boss. Belief has an impact on Client Compliance in accordance with previous research conducted by Brunner, Stocklin and Opwis (2018) with the essay Heading Effects of Happiness, Views, Commitment, Belief in Client Compliance where research results prove elastic Belief has an effect on Client Compliance.

4.5.4 The Effect of Satisfaction (X₁) Commitment (X₂) Faith (X₃) Against Customer Loyalty (Y)

In a literal way obedience means loyalty, or obedience can be meant as something obedience. This obedience is obtained without any pressure, but sticking out from one's own understanding. Client compliance is customer obedience to the company or product or service used. In this research for Elastic Compliance Clients (Y) there are 5 indicators which include Making Returns, Proposing to Others, Paying More, Cooperative and Religion with 10 statement items. Consequences of Satisfaction (X1) Commitment (X2) Confidence (X3) simultaneously or jointly to Customer Compliance (Y) sourced from the results of the F trial obtained a number of Fcount 91, 108 2,

72 Ftable and a Sig number of 0,000< 0.05 as a result it can be concluded that Satisfaction (X1) Commitment (X2) Confidence (X3) simultaneously or jointly influences Gojek Client Compliance in Lampung boss. As a result this proves that the assumption H4 is obtained. In this research, the R2 value of 0.780 will be changed to a percentage of 78%, which means the elasticity of Satisfaction (X1) Commitment (X2) Confidence (X3), affecting 78% of (Y) Compliance with Gojek customers in Bos Lampung. On the other hand, more than 22% is influenced by other aspects that were not monitored in this research. In accordance with previous research conducted by Mochamad Zainul Arief (2017) with the essay The Consequences of Confidence, Happiness and Commitment to Consumer Compliance. KASKUS online shop services where research results prove that Confidence, Happiness and Commitment have a joint effect on Consumer Compliance. KASKUS online shop services

CONCLUSION

From the research results that have been tried, until the author makes a conclusion if:

1. Satisfaction has an impact on Gojek Client Compliance in Bos Lampung. Result of Satisfaction (X1) to Client Compliance (Y) sourced from the results of the experiment t obtained a tcount of 7.074 ttable of 1.991 with a Sig number of 0.000< 0.025. This proves that the assumption H1 is obtained.
2. Commitment has no effect on Gojek Client Compliance in Bos Lampung. As a result of Commitment (X2) to Client Loyalty (Y) sourced from the results of the t experiment, the t count is - 3,870< t table 1,991 with a Sig number of 0,000< 0.025. This proves that the assumption H2 is rejected.
3. Belief has an impact on Gojek Client Compliance in Bos Lampung. Consequences of Confidence (X3) on Client Compliance (Y) sourced from the results of the experiment t obtained a tcount of 3.538 ttable 1.991 with a Sig number of 0.001< 0.025. This proves that the assumption H3 is obtained.
4. Satisfaction, Commitment and Confidence simultaneously or together have an impact on Client Compliance. As a result of Satisfaction (X1) Commitment (X2) Confidence (X3) to Client Compliance (Y) sourced from the results of the experiment F obtained Fcount 91,108 2,72 Ftable and Sig 0,000< 0.05. This proves that the assumption H4 is obtained.

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