



# Customer Switching-Behavior Case Ojek Offline To Ride Hailing Influenced By Price, Service Quality, And Customer Experience

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## ABSTRACT

Currently, Indonesian always use transportation modes to carry out their daily activities. Developments that occur in the transportation sector combined technology and conventional concepts which were previously ojek offline into ojek online (ride-hailing). This study aims to determine the effect of price, service quality, and customer experience on customer switching-behavior in the case of ojek offline to ojek online. Sampling used is convenience sampling by distributing questionnaires to people who had used ojek offline and switched to ojek online, then the results of the questionnaire were processed using PLS-SEM analysis. This study measures the effect of price, service quality, and customer experience on customer switching-behavior by using a Likert scale. The sample in this study used convenience sampling with totals 201 respondents consisting of customers who have used ojek offline and then have switched to ojek online. This study obtained the results that price, service quality, and customer experience have a simultaneous effect on customer switching-behavior by 77.2% on customer switching-behavior. The results of the dimensions to customer experience affect 100% with accessibility, customer recognition, personalization, helpfulness, and value for time which have a significant influence on customer experience. However, the dimensions of competence and promise fulfillment do not significantly affect the customer experience.

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## 1. Introduction

Including one of them is the availability of offline motorcycle taxis or often called ojek offline bases at several base points in each area. This means that customers can use vehicles and drivers who are members on the online platform, then customers can hire them to deliver them to their destination by placing an order using the online platform. One of the big names startups engaged in ride-hailing or commonly called ojek online and quite well known is like Gojek, Grab, Uber or Maxim that influence the development in Indonesia by combining two important elements of life, namely technology and transportation system. The existence of online motorcycle taxis operating in Indonesia reaps pros and cons among the public. Transportation combined with technological advances has contributed greatly to users, but on the other hand is also a threat to conventional transportation (Ekonomi, Endico, et al. 2021).

Based on data obtained from reports written by (Hootsuite, 2021)(Hootsuite, 2021), customers who use Ojek online (ride-hailing) is as many as 15.79 million people, this includes online taxis and online motorcycle taxis. From the data obtained, the number of users has been felt enough to assess that changes in customer behavior that previously used offline motorcycle taxis and moved to online motorcycle taxis must be done research. Research was conducted to find out what variables affect behavior changes over the switch of offline motorcycle taxi customers to online motorcycle taxis, in this

study the authors will assess through three variables, namely Price variables, Services Quality, and Customer Experience.

According to research conducted by Jaya (2016)(Jaya, 2016) states that customers are generally price conscious in their buying behavior. Similarly, research conducted in the journal (Zakiy ,( 2019) identified that the role of price, as a performance attribute, can have a direct effect on switching behavior. Based on the above research that assesses that the variables chosen by the authors prove that the three variables are quite significant for Customer Switching Behavior. Therefore, the author will conduct research related to Customer-Switching Behavior in the case of offline motorcycle taxis to online motorcycle taxis using Price, Services Quality, and Customer Experience variables (Sanitra 2021). The authors wanted to prove whether the three variables studied had an influence on the occurrence of Customer Switching Behavior that occurred in offline motorcycle taxi customers into online motorcycle taxi customers. This research will also be conducted to examine the extent of the three variables presented by the author to Customer Switching Behavior that occurs in the case of offline motorcycle taxi customers to online motorcycle taxis.

## 2. Method

Zikiené and Bakanauskas (Mahadin, (2018) defines behavior in which customers change their activity and approach to shift their buying behavior from one brand to another and are influenced by more than one factor such as the price and quality of a competitor's brand ( Arsih, et al. 2021; Kusuma 2021). The better the quality of service the company provides will have an impact on the increasing interest in use, this research was conducted on gojek companies. In a study written by (Isniah et al., (2020) said that the quality of service is the optimal service provided by employees of professional companies to customers for customer satisfaction and followed by professional efforts in preparing customer satisfaction services. Further explanations of this research quality are also identified as standards that must be achieved by a person, group, institution or organization regarding the quality of human resources, how they work, processes, and work or products in the form of goods and services (Ekonomi et al. 2020).

### 2.1 Customer Experience

The results of the study (Wardhana, (2019) define customer experience as a customer's sense and knowledge when interacting with a service company.

### 2.2 Hypothesis

- 1) H1: Price on offline motorcycle taxis has a significantly positive effect on Customer-Switching Behavior to Ride Hailing Price for Customer-Switching Behavior
- 2) H2: Services Quality on offline motorcycle taxis has a significantly positive effect on Customer-Switching Behavior to Ride Hailing
- 3) H3: Customer Experience on offline motorcycle taxis has a significantly positive effect on Customer-Switching Behavior
- 4) H4: Price, Services Quality, and Customer Experience on offline motorcycle taxis simultaneously affect Customer-Switching Behavior to Ride Hailing.
- 5) H5: Accessibility dimensions have a significantly positive effect on Customer Experience Variables
- 6) H6: Customer Recognition Dimensions significantly positively affect Customer Experience Variables
- 7) H7: Helpfulness dimensions have a significantly positive effect on Customer Experience Variables
- 8) H8: Dimensions of Personalization have a significantly positive effect on Customer Experience Variables
- 9) H9: Accessibility dimensions have a significantly positive effect on customer experience variables.
- 10) H10: The Value for time dimension has a significantly positive effect on customer experience variables.
- 11) H11: Dimension Competence has a significantly positive effect on customer experience variables.
- 12) H12: The Promise Fulfillment dimension has a significantly positive effect on customer experience variables.

2.3 Research Methods

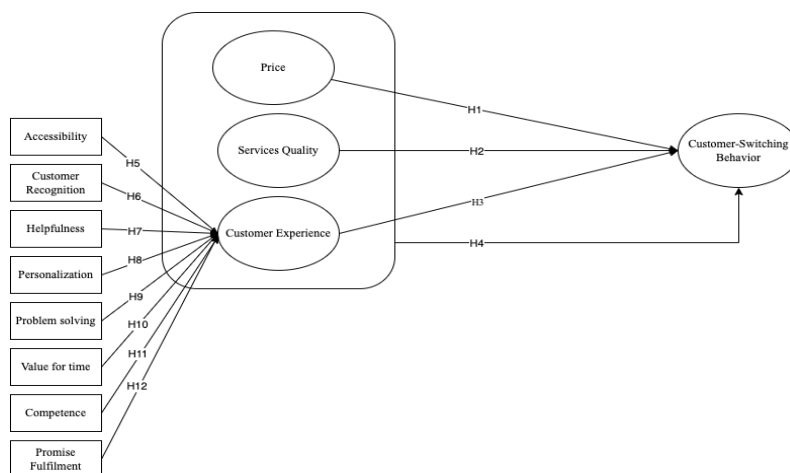


Figure 1. Model Research

3. Results and Discussion

3.1 Analysis of Respondent Characteristics

The total number of respondents who have filled out this questionnaire is 239 respondents. But as many as 27 respondents, claimed to have never used an offline motorcycle taxi so could not proceed to the next questionnaire item. While out of a total of 212 other respondents claimed to have used offline motorcycle taxis, but as many as 27 respondents claimed to have never used online motorcycle taxis so that respondents who could proceed to questionnaire items and according to the characteristics of having used offline motorcycle taxis and now switching to online motorcycle taxis there are as many as 185 respondents.

Table 1. Descriptive Research Construct

Variables	Items	N	Mean	Median	SD
Price	X1.1, X1.2, X1.3	201	5.28	6	0.96
	X1.4, X1.5, X1.6	201	5.29	6	0.89
	X1.7, X1.8, X1.9	201	5.37	6	0.84

Table 2. Service Quality

Variables	Items	N	Mean	Median	SD
Service Quality	X2.1, X2.2	201	5.11	5	1.03
	X2.3, X2.4	201	4.77	5	1.25
	X2.5, X2.6	201	5.11	5	1.07
	X2.7, X2.8	201	5.00	5	1.06
	X2.9, X2.10	201	5.13	5	1.09

Table 3 Customer Experience

Variables/ Dimensions	N	Mean	Median	SD
Customer Experience "Accessibility"	201	5.33	6	0.91
Customer Experience "Customer Recognition"	201	5.19	5	1.02
Customer Experience "Helpfulness"	201	5.21	5	0.97
Customer Experience "Personalization"	201	5.05	5	1.06
Customer Experience "Problem Solving"	201	5.17	5	1.01
Customer Experience "Value for time"	201	5.19	5	0.97
Customer Experience "Competence"	201	4.66	5	0.90
Customer Experience "Promise Fulfillment"	201	5.02	5	0.91
Customer Experience	201	5.10	5	0.99

Table 4. Customer Switching Behavior

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Variables	Items	N	Mean	Median	SD
Customer Switching-Behavior	Y1.1, Y1.2, Y1.4	201	5.26	5	0.93
	Y1.4, Y1.5, Y1.6	201	5.31	6	0.92
	Y1.7, Y1.8, Y1.9	201	5.23	5	0.97

### 3.2 Hypothesis Testing

Measurement of structural models (inner models) to forecast and measure correlations between latent variables. In the inner model test, researchers used the Path Coefficient test.

Table 5. Summary of Hypothesis Testing Results

	Hypothesis	Path Coefficient	T-Statistic	P-Values	Information
H1	Price significantly positively affects customers Switching-Behavior	0,129	1,984	0,024	Supported
H2	Service Quality significantly positively affects Customer Switching-Behavior	0,190	2,278	0,012	Supported
H3	Customer Experience significantly positively affects Customer Switching-Behavior	0,631	9,124	0,000	Supproted
H4	Price, Quality, and Customer Experience have a simultaneous effect on Customer-Switching Behavior				Supported R-square = 77,2% (0,772)

	<b>Hypothesis</b>	<b>Path Coefficient</b>	<b>T-Statistic</b>	<b>P-Values</b>	<b>Information</b>
H5	Accessibility significantly positively affects customer experience	0,109	7,950	0,000	Supported
H6	Customer recognition significantly positively affects customer experience.	0,225	20,087	0,000	Supported
H7	Helpfulness significantly positively affects customer experience	0,129	20,240	0,000	Supported
H8	Personalization significantly positively affects the customer experience.	0,229	15,145	0,000	Supported
H9	Problem solving significantly positively affects customer experience	0,235	20,549	0,000	Supported
H10	Value for Time significantly positively affects customer experience	0,109	13,264	0,000	Supported

	<b>Hypothesis</b>	<b>Path Coefficient</b>	<b>T-Statistic</b>	<b>P-Values</b>	<b>Information</b>
H11	Competence significantly positively affects customer experience	0,000	0,754	0,226	Not Supported
H12	Promise Fulfillment significantly positively affects customer experience	0,000	1,078	0,141	Not Supported

#### 4. Conclusion

Questions from this study that have been given in Chapter I can be answered based on the results of data that has been processed and analyzed using the PLS-SEM method. Based on the results of the hypothesis test of the effect of Price, Service Quality, and Customer Experience on Customer Switching-Behavior, the following conclusions can be concluded: Price had a significantly positive effect on Customer Switching-Behavior in the Case of Ojek Offline to Ride Hailing. When Price in online motorcycle taxis is cheaper and affordable, then customers will move from offline motorcycle taxis to online motorcycle taxis., Service Quality has a significantly positive effect on Customer Switching-Behavior In The Case of Ojek Offline to Ride Hailing. When Service Quality in online motorcycle taxis is better, then customers will move from offline motorcycle taxis to online motorcycle taxis. Customer Experience has a significantly positive effect on Customer Switching-Behavior in the Case of Ojek Offline to Ride Hailing. When the customer experience in online motorcycle taxis produces a satisfactory customer experience, then the customer will move from offline motorcycle taxi to ojek online. Price, Service Quality, and Customer Experience affect Customer Switching-Behavior simultaneously in the case of Ojek Offline to Ride Hailing. When the three variables are considered significant and good by the customer, then the customer will move from offline motorcycle taxi to ojek online. Dimensi Accessibility berpengaruh secara signifikan positif terhadap Customer Experience. The Dimension of Customer Recognition has a significantly positive effect on the Customer Experience. Dimensi Helpfulness berpengaruh secara signifikan positif terhadap Customer Experience. The Personalization dimension has a significantly positive effect on the Customer Experience. Dimensi Problem Solving berpengaruh secara signifikan positif terhadap Customer Experience. The Value for Time dimension has a significantly positive effect on the Customer Experience. Dimensi Competence berpengaruh secara signifikan positif terhadap Customer Experience. The Promise Fulfillment dimension has a significantly positive effect on the Customer Experience.

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