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Analisis Fitur Electronic Customer Relationship Management sebagai Penanda Kualitas Layanan Elektronik pada Aplikasi Transportasi Daring = Signaling Electronic Service Quality via e-CRM Features: Insight from Ride Hailing Application in Indonesia

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Abstrak

ABSTRACT
Persaingan yang sengit antara dua penyedia aplikasi transportasi online di Indonesia, Grab dan Go-Jek, mendorong pengembangan aplikasi yang tidak hanya andal namun juga harus berorientasi pada pelanggan. Pada konteks gig economy, pelanggan dapat disebut sebagai client/consumer dan gig workers. Kelengahan perusahaan dalam mengelola pelanggan dapat mengakibatkan beralihnya pelanggan ke aplikasi kompetitor. Hal ini tentunya dapat berakibat kepada penurunan citra maupun profit dari perusahaan. Penelitian ini akan membahas evaluasi yang dilakukan terhadap sistem e-CRM pada aplikasi transportasi daring di Indonesia. Penelitian dilakukan dengan menganalisis dimensi-dimensi atau fitur-fitur e-CRM pada aplikasi transportasi daring, kemudian mencari tahu apakah fitur-fitur tersebut memiliki pengaruh positif terhadap variabel dependen electronic service quality (e-SQ) atau e-servqual. Dimensi-dimensi e-CRM yang dianalisis diantaranya: multimedia, speed, information quality, navigation, privacy & security, rewards, personalization, payment option, tracking information, online community, dan customer service. Sementara dimensi e-SQ yang digunakan adalah efficiency, system availability, fullfilment, privacy, responsiveness, dan contact. Analisis dan pengolahan data dilakukan menggunakan metode partial least square - structural equation modelling. Hasil dari penelitian adalah fitur e-CRM yang merupakan penanda kualitas layanan elektronik pada aplikasi transportasi daring adalah, navigation, privacy & security, online community dan customer service. Nilai pengujian hipotesis pada setiap fitur diterima pada tingkat signifikansi 5%. Implikasi dari penelitian ini adalah memberikan daftar fitur e-CRM apa saja yang terdapat pada aplikasi transportasi daring. Selain itu, hasil akhir penelitian berupa fitur yang menjadi penanda kualitas layanan elektronik dapat dimanfaatkan sebagai solusi dalam mengatasi kekecewaan pelanggan transportasi daring.
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ABSTRACT
Fierce competition between two providers of ride hailing applications in Indonesia, Grab and Go-Jek, encourages the development of the application that are not only reliable but also have to be customer-oriented. In the context of gig economy, customers can be called as client/consumer and gig workers. The absence in managing customers can result in their shifted to competitor applications. It can decline the company's image and profit. This study will discuss evaluations conducted on e-CRM systems in ride hailing applications in Indonesia. Research was conducted by analysing e-CRM dimensions or features in ride hailing applications, then finding out whether those influence electronic service quality (e-SQ) or e-servqual. The e-CRM dimensions that are analysed include: multimedia, speed, information quality, navigation, privacy & security, rewards, personalization, payment options, tracking information, online community, and customer service. While the e-SQ dimensions that used are efficiency, system availability, fullfillment, privacy, responsiveness, and contact. Data analysis and processing is done using the method of

partial least square - structural equation modelling (PLS-SEM). The results of the study are the e-CRM feature as signal of the electronic service quality in ride hailing applications are navigation, privacy & security, online community and customer service. The value of hypothesis testing on each feature is accepted at a 5% significance level. The implication of this research is to provide a list of e-CRM features in online transportation application. In addition, the features itself as the final results can be used as solution to overcome the customers's dissastifaction from online transportation.<i/>