

E- SERVICE QUALITY ANALYSIS OF GO-PAY FINANCIAL TECHNOLOGY USING IMPORTANCE PERFORMANCE ANALYSIS

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Abstract

Fin-tech is innovation in financial services. The fin-tech digital payment that is a favorite among children to adults today is Go-Pay. Based on observations found problems in implementing e-service quality on Go-Pay. The purpose of this study is to determine consumer expectations and performance received by consumers in each dimension of e-service quality on Go-Pay and to know the attributes that need to be improved on Go-Pay.

In this study to achieve the research objectives using the theory of e-service quality proposed by Tjiptono and Chandra which has seven dimensions, namely efficiency, fulfillment, reliability, privacy, responsiveness, compensation, and contact which will be viewed based on reality and expectations and will be analyzed using analytical techniques Importance Performance Analysis (IPA).

This research uses a descriptive method with a quantitative approach. Data collection techniques were carried out using a questionnaire with 18 statement indicators based on e-service quality variables with seven dimensions using a Likert scale and data sourced from books, literature study journals, research results and internet articles relevant to this study.

Based on the results of descriptive analysis, the expected value of e-service quality on Go-Pay has a percentage of 85% with a very important category while the value of the performance of e-service quality on Go-Pay has a percentage of 86% with a very good category and obtained lower performance values than expectations on the dimensions of compensation and contact. Based on the results of the Importance Performance Analysis analysis, there are 2 items in quadrant I, 9 items in quadrant II, 6 items in quadrant III and 1 item in quadrant IV. Based on these results, Go-Pay can improve performance in providing constantly updated offers, add direct communication features to the call center through the application, prioritize improvements to the ease of entry and exit of accounts and offers accordingly, maintain performance on items in the quadrant II and III and reduce promos that are not following consumer needs.

Keywords : E-Service Quality, Importance Performance Analysis, Go-Pay

I. Background

Fin-tech is an abbreviation of the words “financial” and “technology” which means innovation in the field of financial services. Fin-Tech can influence people’s transaction habits to become more practical and effective. Fin-Tech can also help people to more easily get access to financial products and increase financial literacy. The development of fin-tech in Indonesia has increased rapidly from 2015 to 2016. The rapid growth of fin-tech companies shows that many fin-tech players have begun to emerge in the financial sector (katadata.co.id, 2017). The development of fintech in Indonesia has also been very rapid in the last few years until 2019. Data from the Financial Services Authority (OJK) shows that there are 164 registered fin-tech up to 20 December 2019 (ojk.go.id, 2019).

The rapidly developing financial technology (fin-tech) industry in Indonesia can facilitate the financial needs of the Indonesian people. Payment transactions using non-cash (digital payments) are becoming a habit that is carried out by the community at this time ranging from young people to adults. Increased public interest in using electronic money to transact triggers the growth of a variety of non-cash payment products in Indonesia such as Go-Pay, OVO, T-Cash, Doku Wallet, etc.

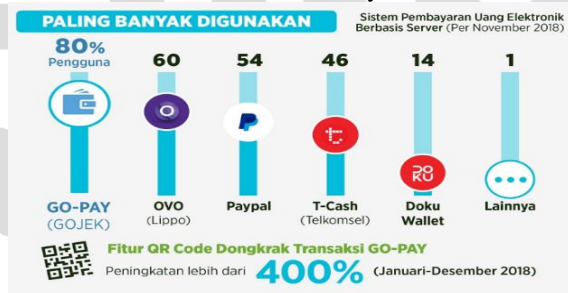


Figure 1. Infographics E-money Indonesia

Based on figure above, we can see 80 percent chose Go-Pay as a non-payment tool cash. Then followed by OVO, Paypal, and T-Cash in a row. One of the mainstay features of Go-Pay is QR (Quick Response) Code technology. Users can make payments simply by scanning a set of optical or barcode

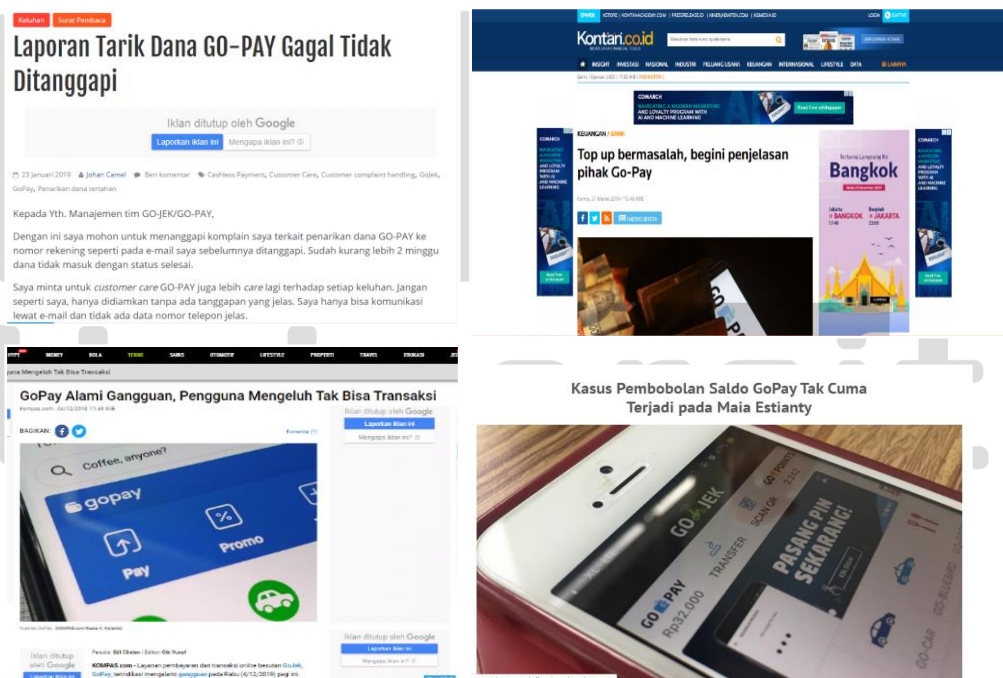
data provided by the destination merchant. Evidently, since the emergence of these features, Go-Pay transactions during 2018 soared to 400 percent (katadata.co.id, 2019). Go-Pay has collaborated with major banks in Indonesia such as BCA, Bank Mandiri, BRI Bank, BNI, Bank Permata, CIMB Niaga, and topping up balances through ATM Bersama and PRIMA, making it easier for users to fill Go-Pay balances (finansialku.com, 2019).

E-Service Quality is the development of service quality from traditional ways to electronic services using media such as the internet. Based on the results of research conducted by YouGov Indonesia on infographics e-money Indonesia, it states that Go-Pay is an e-money that has 80 percent of users compared to competitors' e-money products. Although Go-Pay has the largest percentage of users in Indonesia, it has not yet reached 100 percent value, it can be concluded that e-service quality from Go-Pay must still be improved. This is because there are still problems complained of by users related to the e-service quality from Go-Pay which can be seen as follows:



Figure 1. Go-Pay User Complaint Article

Based on figure 1, it can be seen articles that stated that some users experienced problems related to the services of Go-Pay. Some complaints felt by Go-Pay users are a disruption in conducting transactions, difficulties in topping up balances, difficulties in using Go-Pay and security related to lost Go-Pay balances. Based on the complaints, the author made observations to find complaints and opinions from several consumers about e-service quality from Go-Pay based on seven dimensions, namely efficiency, fulfillment, reliability, privacy, responsiveness, compensation, and contact as stated by Tjiptono and Chandra (2016: 178). The results of the observations can be seen as follows:



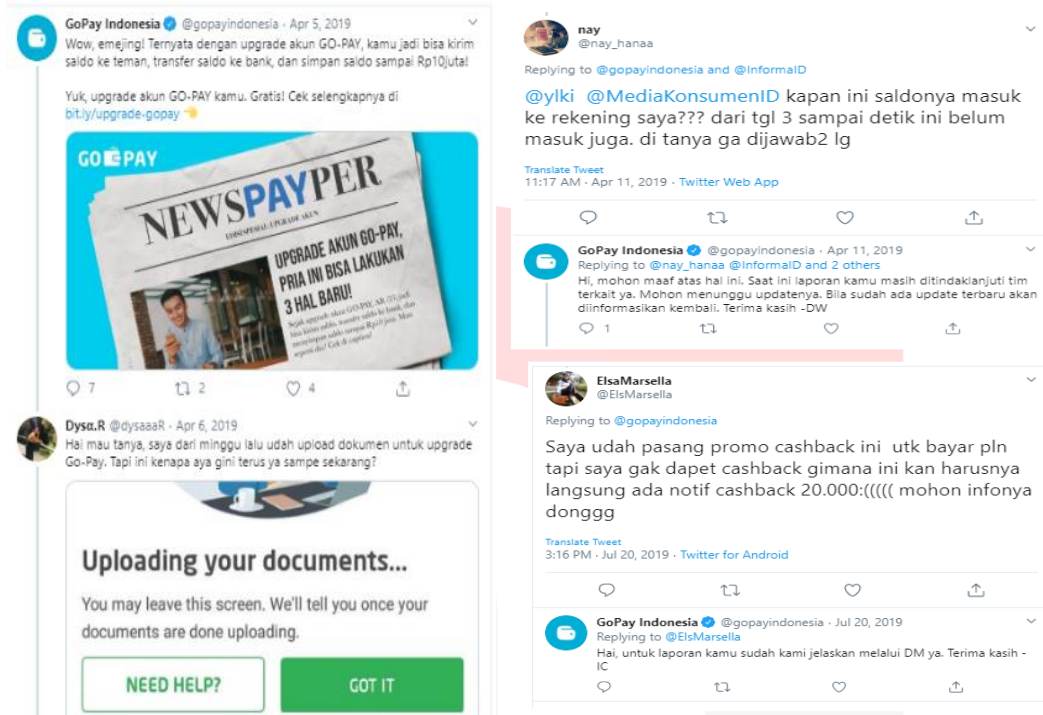


Figure 2. The Results of Observation of Go-Pay Problems

Based on the various observations, the author intend to carry out performance analysis and expectations based on seven dimensions of e-service quality that have been proposed by Tjiptono and Chandra (2016: 178), namely efficiency, fulfillment, reliability, privacy, responsiveness, compensation, and contact by measuring using the Importance Performance Analysis (IPA) method.

Based on the description above, the writer is interested in research to find out how is the level of user expectation and performance in terms of e-service quality provided by Go-Pay as fin-tech payment. For this reason, the authors conducted a study with the title "E-Service Quality Analysis of Go-Pay Financial Technology Using Importance Performance Analysis".

2. Literature Review

2.1. Marketing

According to Kotler and Keller (2016: 51), marketing is an organizational function and a set of processes for creating, communicating, and delivering value to the customer relationships in ways that benefit the organization and its stakeholders. Meanwhile, according to Buchari Alma (2016: 2) argues that marketing is a management process to identify, anticipate and satisfy customers in a profitable manner.

2.2. Marketing Services

According to Kotler and Armstrong (2016: 275), service marketing is an activity or benefit offered by one party to a party that is essentially intangible and does not produce any ownership and the interaction between the service provider and the recipient influences the results of the service.

2.3. Financial Technology

Financial Technology (Fin-Tech) is defined as providing financial and market services using communications and electronic computing. Financial Technology is a digital technology application for financial intermediation problems (Aaron et al, 2017:7).

2.3.1. The Role of Financial Technology

Fin-Tech also has an important role in changing consumer behavior and expectations including:

- Can access data and information anytime and anywhere
- Aligning large and small businesses so that they tend to have high expectations even against the newly built small business.

Globally, the Fin-Tech industry continues to grow rapidly. Evidenced by the emergence of startup companies in this field and the amount of global investment in it. Especially in Indonesia, this

business is growing so rapidly that it attracts the attention of all business people in Indonesia (Muzdalifa, 2018: 7).

2.3.2. Implication and Risk of Financial Technology

According to Nizar (2017:11), although there are not many choices of Fin-Tech models available in Indonesia, it is almost certain that the presence of Fin-Tech will give color and have implications for financial services and stakeholders in the country, including:

- a. The existence of Fin-Tech opens up greater opportunities for household consumers and the business community, including small and medium enterprises (SMEs) to access financial services.
- b. The presence of Fin-Tech in addition to bringing benefits also has the potential to carry some risks. The earliest Fin-tech risks are borne by consumers, especially security risks.
- c. For financial services, Fin-Tech has the potential to "break" (unbundling) and restructure the existing financial services. The existence of Fin-Tech can "break down" the concentration that occurs in the financial markets so that the market share will be distributed among competitors who offer the same services.

2.4. Service Quality

According to Tjiptono (2016: 59) states that service quality is the expected level of excellence and control over the level of excellence to meet customer desires. According to Parasuraman in Tjiptono (2016: 157), some factors affect a service that is expected service and perceived service. If the service that is received accordingly can even meet what is expected then the service is said to be good or positive. If the perceived service exceeds the expected service, then the quality of service perceived as an ideal quality. Conversely, if perceived service is worse than expected service, the quality of service is perceived as negative or poor. Therefore, whether or not service quality depends on the company's ability and nature to meet customer expectations consistently.

2.5. E-Service Quality

E-service quality is the level of a website that can facilitate efficiently and effectively to purchase, sales, and delivery of both products and services (Latifah, 2016: 118). According to Tjiptono and Chandra (2016: 178) states, there are 7 dimensions in measuring e-service quality, namely:

- a. Efficiency is a measure of the ease of customers in accessing the website, finding the desired products and services, looking for information related to these products and services, and leaving the site concerned with minimal maintenance.
- b. Reliability is related to the functionality of the technical side, especially in terms of service availability and functioning as it should.
- c. Fulfillment concerns the accuracy of the service promised, the availability of products or features and services, as well as the period of distribution to the customer.
- d. Privacy in the form of a guarantee of personal data security to protect information and security.
- e. Responsiveness is the dexterity in subscribing to customers. Fast service is needed by every customer who makes an online purchase to create customer comfort and trust.
- f. Compensation includes returns in the form of rewards or commissions, shipping costs, user account security fees, and product handling fees.
- g. Contact something that is needed by the customer to be able to deal directly with customer service staff online or by telephone (not communicating with the machine).

3. Research Method

3.1. Type of Research

This research uses descriptive research with a quantitative approach. The purpose of descriptive research is to describe the characteristics of a group, to estimate the presence of a unit being analysed, for example, the percentage of users of a product and determine the perceptions of users of a product. (Indrawati, 2015: 117). the authors used a quantitative method to find out the relationship between the variables discussed, namely *"E-Service Quality Analysis of Go-Pay Financial Technology Using Importance Performance Analysis"*.

3.2. Population and Sample

The population selected by researchers to be investigated will be a limitation of the results of the research obtained (Indrawati, 2015: 164). A researcher can only conclude the results of his research for a selected population. The population in this study is Go-Pay users whose numbers are not known with certainty.

Samples are members of the population chosen to be involved in the study, whether they are observed, treated, or asked for opinions about what is being studied (Indrawati, 2015: 164). The sampling technique used is Bernoulli formula because the population in this research is not known with certainty, so the minimum number of samples taken was 97 samples. But to simplify the calculation, the sample is rounded to 100 samples.

3.3. Sampling Technique

This study uses a non-probability sampling technique. According to Sugiyono (2017: 66), non-probability sampling is a technique that does not provide equal opportunity/opportunity for each element or member of the population to be selected as a sample. This study uses a purposive sampling type of sampling. According to Indrawati (2015: 170), purposive sampling is to select members of a particular sample intentionally by researchers, because only the sample is representative or can provide information to answer the research problem. In this study, the sample used is people who have used Go-Pay financial technology.

4. Research Result and Discussion

4.1. Descriptive Analysis

1. Descriptive Analysis of E-Service Quality Based on Expectation

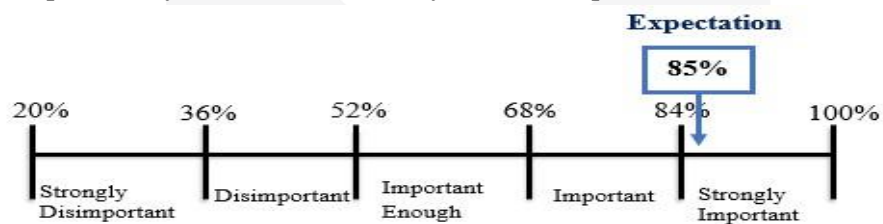


Figure 3. Continuum Line of Expectation

As shown in the figure above, the continuum line of expectation variable is in a strongly important category. It means the perception of Go-Pay users' expectations is need to be maintained.

2. Descriptive Analysis of E-Service Quality Based on Performance

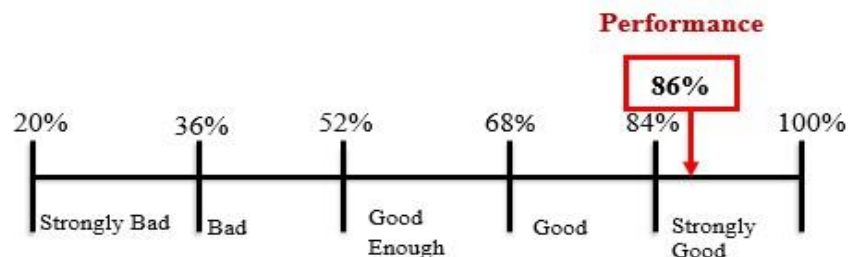


Figure 4. Continuum Line of Performance

As shown in figure above the score of the continuum line performance on service quality variable is in a strongly good category. This means that Go-Pay users feel strongly good about the implementation of e-service quality performance on Go-Pay.

3. Descriptive Analysis of Expectation Performance Recapitulation

The result of processing data response from respondents can be seen in table below as follows:

Table 1. Descriptive Analysis Recapitulation

Dimensions	Expectation			Performance		
	Total Score	%	Category	Total Score	%	Category
Efficiency	1720	86%	Strongly Important	1754	88%	Strongly Good
Reliability	880	88%	Strongly Important	878	88%	Strongly Good
Fulfilment	1734	87%	Strongly Important	1747	88%	Strongly Good
Privacy	858	85%	Strongly Important	853	86%	Strongly Good

Responsiveness	870	87%	Strongly Important	866	87%	Strongly Good
Compensation	1229	82%	Important	1614	80%	Good
Contact	419	84%	Strongly Important	408	82%	Good
Expectation - Performance	7710	85%	Strongly Important	7712	86%	Strongly Good

On average score customer perception of e-service quality is slightly lower than their expectation. Then the score is entered into the continuum line as follows:

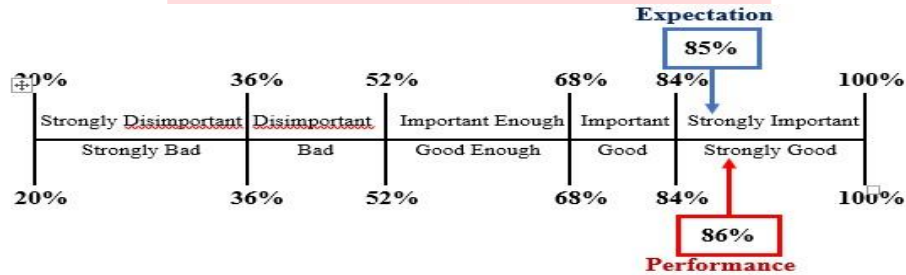


Figure 5. Continuum Line Expectation Performance of Go-Pay

4.2. Gap Analysis

Gap analysis is conducted to determine the gap between perceived performance perceptions and perceptions of customer expectations on Go-Pay Financial Technology. The result of the gap analysis can be seen as follows:

Table 2. The Result of Gap Analysis

No Item	Average		Gap	Level of Conformity
	Assessment of Service	Expectation Service		
1	4.46	4.55	-0,09	98,02%
2	4.38	3.93	0,45	111,45%
3	4.37	4.41	-0,04	99,09%
4	4.33	4.31	0,02	100,46%
5	4.45	4.40	0,05	101,14%
6	4.33	4.40	-0,07	98,41%
7	4.40	4.31	0,09	102,09%
8	4.44	4.36	0,08	101,83%
9	4.35	4.31	0,04	100,93%
10	4.28	4.36	-0,08	98,17%
11	4.30	4.32	-0,02	99,54%
12	4.23	4.26	-0,03	99,30%
13	4.16	4.28	-0,12	97,20%
14	4.50	4.42	0,08	101,81%
15	4.14	4.10	0,04	100,98%
16	4.05	4.11	-0,06	98,54%
17	3.87	4.08	-0,21	94,85%
18	4.08	4.19	-0,11	97,37%
Average	4,29	4,28	0,01	100,23%

Based on table above, the respondents were asked to rate attributes of the services offered by Go-pay in the terms of the importance of them as financial technology alternative and of the quality of provision of those services. Based on 18 statements in the questionnaire, there are 10 items show negative scores such as number 1, 3, 6, 10, 11, 12, 13, 16, 17, and 18 and the positive scores such as 2, 4, 5, 7, 8, 9, 14, and 15.

4.3. Importance Performance Analysis

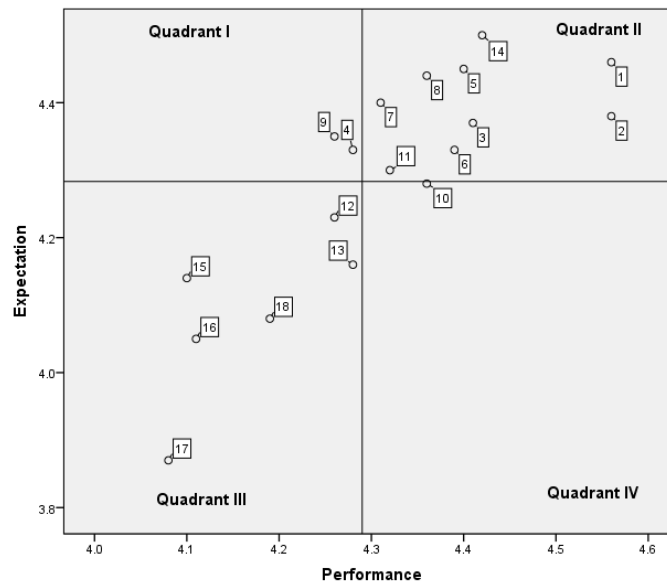


Figure 6. Cartesian Diagram of Importance Performance Analysis of Go-Pay

Following figure above show that the 18 statement from e-service quality in this research scattered in Cartesian diagram divided into 4 (four) quadrants, i.e. Quadrant I is the main priority, Quadrant II is maintained achievement, Quadrant III is a low priority and Quadrant IV is excessive. There are 2 item attribute statements in quadrant I, 9 item statement attribute from quadrant II, 6 item statement attribute from quadrant III and 1 item statement item from quadrant IV.

5. Conclusions and Suggestions

5.1. Conclusions

The conclusion of this research as follows:

1. The highest percentage results are also found in statement 1 with an expectation value of 91% in the strongly important category while the performance value of 89% in the strongly good category that leads to ease of use. The smallest percentage results are found in statement 2 which leads to the ease of getting what is desired in terms of navigation with a percentage of the expectation value of 79% in the important category and performance value of 88% in the strongly good category.
2. The largest percentage of results obtained at the performance value of 90% in the category is strongly good while the expectation value in statement 14 that refers to the transaction processing speed of 88% in the strongly important category and also the smallest percentage results found in statement 17 that lead to compensation in the form of prizes with a percentage of the performance value of 77% with good category and percentage of the expectation value of 82% with important categories.
3. The results of the four quadrants that have been described, it can be concluded that Go-Pay has a good performance because most of the statement items are in quadrant II and quadrant III and must maintain the existing performance, while having to make improvements to the performance of the existing main priorities in quadrant I and subtract from the attributes that are in quadrant IV.

5.2. Suggestions

5.2.1. Suggestions for the Company

Advice given to companies that are useful as a proposal for improvement of e-service quality on Go-Pay are:

1. Go-Pay must pay attention to performance improvements in providing constantly updated offers and also add a direct communication feature to the call centre through the Go-Pay application when problems occur in the transaction process.
2. Based on the results of the analysis using the Importance Performance Analysis (IPA) the overall attributes are divided into 4 quadrants with suggestions that can be given are:

- a. Go-pay must make it easy for users to use the account login and sign out feature as well as provide appropriate and updated offers in the application.
- b. Go-pay must maintain achievement the perceived used, easily get what customer wants (navigation), organized information, knowing the needs of customer, service availability, and protection of financial information such as cooperate with third parties which have a good reputation on the security system and warns users using the unauthorized application.
- c. Go-pay does need to focus too much on providing compensation if the customer got into trouble and complicated security system on the user's personal data.
- d. Go-pay must reduce too often promo that does not meet the customer's want.

5.2.2. Suggestions for the Further Research

This suggestion is addressed to further research which is:

1. Developed using e-service quality theory from other experts by linking with other variables such as repurchase interest and satisfaction.
2. Analysis techniques can be developed using factor analysis and correlation analysis.
3. In subsequent studies, it can add research objects with other fin-tech such as Dana, linkaja, OVO.



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