Eduvest – Journal of Universal Studies
Volume 5 Number 7, July, 2025
p- ISSN 2775-3735- e-ISSN 2775-3727

Analysis of The Influence of Website Application Quality, Service Quality and Trust on Consumer Decisions to Transact on Gojek Applications in the Pier Industrial Area of Pasuruan District

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ABSTRACT

The ride-hailing sector in Indonesia, led by the GOJEK app, has rapidly transformed urban mobility and expanded opportunities in the digital business landscape. GOJEK, offering ojek transport, food delivery, and digital payment solutions, has achieved over 190 million downloads nationally. This study investigates how mobile application quality, service quality, and consumer trust affect user decisions to utilize GOJEK services in the PIER Industrial Estate, Pasuruan Regency, an area noted for its high working population and reliance on online transportation platforms. Employing a quantitative approach, survey data were collected from GOJEK users who are employees or interns in the industrial zone. The analysis focuses on the perceived quality of the mobile application interface, service delivery standards, and the level of trust in both driver-partners and the GOJEK platform. Findings reveal the critical factors influencing consumers' transactional decisions and provide actionable insights for optimizing digital marketing strategies and enhancing user experience. The results are valuable for marketing technology practitioners, academics, and policy stakeholders aiming to improve service quality and foster loyalty in industrial and urban areas. This research contributes to management science theory and offers practical recommendations for ride-hailing platforms seeking to refine their service offerings and digital marketing strategies, establishing a foundation for further study in the field.

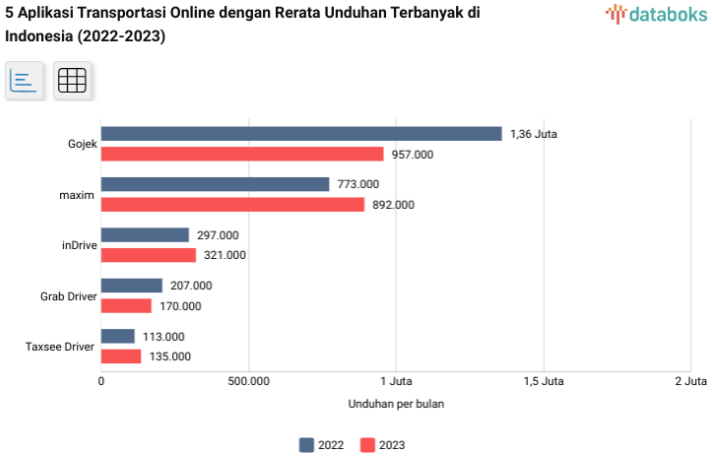
KEYWORDS *Website application quality, service quality, trust, transaction decisions.*

INTRODUCTION

In recent years, the online transportation service industry in Indonesia has experienced rapid development, with technology-based applications such as GOJEK transforming the landscape of urban transportation (Garside et al., 2023; Pasharibu et al., 2018; Purnami et al., 2023; Silalahi et al., 2017; Zahara et al., 2021). GOJEK has delivered convenient, efficient, and affordable services, while simultaneously creating significant opportunities for online businesses. As a pioneer in the industry, GOJEK has successfully expanded its services to various cities, including Pasuruan, which now boasts a vibrant digital business ecosystem. Through its app, users can easily access a variety of services, ranging from *ojek* (motorcycle taxi) transportation and food delivery to digital payments such as *GoPay* (Anang Anas Azhar & Tri Ayu Andani Nasution, 2020; Fevrieranty, 2018; Jaya Waruwu & Adhiutama, 2017; Septiani et al., 2017; Susanto & Aulia, 2020).

Founded by Nadiem Makarim in 2009 in Jakarta, GOJEK has grown to operate in 50 cities across Indonesia and has expanded internationally to Vietnam and Singapore. As of June 2021, the app had been downloaded more than 190 million times on Google Play and the App Store, making it one of the most downloaded online applications in Indonesia. In May 2021, GOJEK officially merged with Tokopedia to form the GoTo Group, an entity that embodies the spirit of collaboration between two major technology companies. GOJEK's popularity continues to rise, positioning it as the preferred solution for individuals seeking transportation and other digital services (GOJEK Annual Report, 2021; Tech in Asia, 2021).

Figure 1. Online Transportation Apps with the Highest Number of Downloads in Indonesia



Source: data processed (2024)

In its development, various phenomena occur in the use of online applications such as GOJEK. Many consumers have a positive view of online transportation services, but it does not necessarily erase consumer disappointment. If detailed, consumer complaints or dissatisfaction with online transportation services can be classified into two categories, namely those related to technology applications and those related to human resources (drivers). There are 13 types of complaints experienced by consumers, including consumer satisfaction which is influenced by service quality factors. More than 41% of online transportation users, according to the Indonesian Consumers Foundation (YLKI), have been dissatisfied with the operation of the service. This data comes from a YLKI survey involving 4,668 online transportation users, including both two-wheeled and four-wheeled vehicles.

Table 1. Dissatisfaction of Online Transportation Service Users

No	Service User Dissatisfaction	Number of Respondents	in %
1	Rider requested to cancel the ride	1041	23. 3
2	Difficult to get a rider	989	21. 19
3	Rider canceled unilaterally	757	16. 22
4	Map application crashes/errors	612	13. 11
5	The license plate of the vehicle is different	563	12. 06

No	Service User Dissatisfaction	Number of Respondents	in %
	from the vehicle used		
6	The driver does not come to the pick-up location	296	6. 34
7	The condition of the vehicle used is inadequate	282	6. 04
8	The driver is not honest with the customer	235	5. 03
9	The rider has started the trip before meeting the customer	232	4. 97
10	The driver does not drive the vehicle carefully	221	4. 73
11	Vehicle smells of cigarette smoke	215	4. 61
12	Driver does not want to be told	135	2. 89
13	Driver smokes while driving	35	0. 75

Source: data processed (2024)

PIER Industrial Estate (*Pasuruan Industrial Estate Rembang*) is one of the leading industrial zones in Indonesia, located in Rembang, Pasuruan Regency, East Java, and managed by PT SIER (*Surabaya Industrial Estate Rungkut*). Designed to accelerate industrial development in East Java, PIER offers comprehensive facilities and modern infrastructure, attracting a range of local and international companies from both the service and manufacturing sectors (Amanda et al., 2021; Endarto et al., 2022; Kurniawan et al., 2021; Nainggolan et al., 2020, 2021). The estate is home to tens of thousands of employees and interns who rely on various modes of transportation, including private vehicles and online ride-hailing services.

Several factors can influence consumer decisions when selecting an online transportation provider for commuting to and from work. One key factor is the quality of the website application. Barnes and Vidgen (2002) define “Website Quality” as an instrument developed to assess the usability, information, and quality of service interactions from internet websites. As shown in Table 1, dissatisfaction among online transportation service users often arises from issues such as *map application errors*, which can disrupt the user experience. Another influential factor is service quality. According to Kotler (2016), service is an activity provided by one party to another. Table 1 also highlights that the most common reason for user dissatisfaction is drivers requesting trip cancellations, while reckless driving further contributes to negative perceptions of service quality.

Trust is another critical element. Ganesan (1994) explains that trust consists of two elements: credibility, which is the belief that the other party has the ability to fulfill their obligations, and benevolence, which is the belief that the other party is genuinely committed to those obligations. Table 1 indicates that mismatched vehicle license plates, dishonesty, and drivers starting trips before meeting passengers diminish consumer trust and can negatively impact transaction decisions.

To maintain consumer trust and ensure sustainable business growth, GOJEK must understand the factors influencing transaction decisions. In the increasingly competitive online transportation market of Pasuruan Regency, challenges include retaining market share and

identifying what drives consumer interest in the app. Factors such as app quality, service quality, and trust are central to shaping consumer perceptions and preferences. Research examining the influence of these factors on consumer transaction decisions in the PIER Industrial Estate is therefore essential. By deepening their understanding of consumer behavior, GOJEK and its management can develop more effective marketing strategies and enhance user experience, thereby supporting competitiveness and sustainability in the local market.

A pre-survey conducted in the PIER Industrial Estate revealed that many employees and interns use online transportation services like GOJEK due to the high density of the workforce. While many workers have private vehicles, some prefer online transportation for reasons such as safety—especially for night shift workers—commuting from outside the city using trains or buses, missing company shuttles, being new employees without personal vehicles, inability to drive, or seeking safer and more comfortable options during the rainy season.

Most existing research on the influence of application quality, service quality, and trust on consumer decisions to use digital services like GOJEK has focused on densely populated urban areas, with limited studies specifically addressing industrial estates such as PIER in Pasuruan Regency. Industrial areas have unique characteristics, including different demographics, user needs, and transaction patterns compared to the general public. Comprehensive research analyzing the relationship between these three factors in the context of industrial estates is still rare.

This study aims to analyze the effect of application quality, service quality, and trust on consumer decisions to transact through the GOJEK application in the PIER Industrial Estate, Pasuruan Regency. Specifically, it examines the extent to which each factor, both individually and collectively, influences consumer decisions. The research also serves as a platform for applying management theories and expanding insights into digital application-based service business practices, contributing to the development of management science by providing new perspectives on consumer behavior in digital transactions.

The results are expected to provide practical benefits for companies like GOJEK, similar businesses, and other stakeholders. The findings can help refine strategies to improve service quality, strengthen consumer trust, and enhance user experience, thus building customer loyalty. Additionally, the research offers guidance for policymakers to support economic growth and technological development in Pasuruan Regency. The findings also open opportunities for further research in other regions or sectors, offering broader and deeper insights into digital service management.

By presenting empirical data on the influence of application quality, service quality, and trust on consumer decisions at PIER, this study aims to fill existing research gaps. The findings are anticipated to provide valuable insights for business practitioners, academics, and stakeholders, while enriching the literature on online transportation services in non-metropolitan areas such as Pasuruan. This forms the basis for conducting research on GOJEK application users, especially those using *Goride* and *Gocar*, under the title: "Analysis of the Effect of Website Application Quality, Service Quality and Trust on Consumer Decisions to Transact on the GOJEK Application in the PIER Industrial Area, Pasuruan Regency" (Barnes & Vidgen, 2002; Kotler, 2016; Ganesan, 1994).

RESEARCH METHODS

This research adopts a quantitative methodology, focusing on analyzing the relationships between variables to test hypotheses regarding the influence of independent variables on a dependent variable. The independent variables examined are *website application quality*, *service quality*, and *trust*, while the dependent variable is the consumer's decision to transact through the GOJEK application within the PIER Industrial Estate, Pasuruan Regency. The study specifically observes consumers who have made transactions using the GOJEK app in this area during 2024.

The study population comprises all GOJEK application users, with the sample selected using a purposive sampling technique. The criteria for inclusion in the sample are: GOJEK users who work or intern in the PIER Industrial Park, are aged between 18 and 55 years, and have completed at least five transactions totaling a minimum of IDR 50,000 during 2024. This approach ensures that the collected data are relevant and aligned with the objective of understanding consumer behavior in an industrial environment.

Based on data from PT SIER, the PIER Industrial Estate employs approximately 25,000 people across about 94 companies. However, the exact number of GOJEK users within this workforce is unknown. Following the theory proposed by Cooper and Emory, which states that for large or indeterminate populations, a sample of 100 is sufficient for statistical accuracy, the researcher determined a sample size of 100 respondents, consistent with the recommendations of Arikunto and Cooper & Emory.

Primary data were collected through questionnaires distributed to GOJEK users meeting the sample criteria. Data collection methods included both questionnaires and interviews. A Likert scale was employed to measure respondents' attitudes, opinions, and perceptions regarding social phenomena (Sugiyono, 2019). To ensure the reliability of the data, the research instruments underwent validity and reliability testing. Additionally, classical assumption tests—normality, multicollinearity, and heteroscedasticity—were conducted to meet the requirements for regression analysis. Hypothesis testing was performed using the T-test and F-test to determine whether the proposed hypotheses were accepted or rejected.

The hypotheses in this study are as follows:

1. The quality of website applications is thought to have a positive and significant influence on consumer decisions in transactions using the GOJEK application in the PIER Industrial Estate, Pasuruan Regency (H1).
2. Service quality is estimated to have a positive and significant influence on consumer decisions in transactions through the GOJEK application in the PIER Industrial Estate of Pasuruan (H2).
3. The level of consumer confidence is assumed to have a positive and significant effect on consumer decisions in transactions using the GOJEK application in the PIER Industrial Zone of Pasuruan Regency (H3).
4. Simultaneously, website application quality, service quality, and trust are assumed to jointly have a positive and significant influence on consumer decisions in transacting through the GOJEK application in the PIER Industrial Estate, Pasuruan Regency (H4).

RESULTS AND DISCUSSION

Results

Instrument Validity Test

The instrument validity test can be done in several ways, one of which is by looking at the corected item-total correlation value (r count) of each question item. The calculated r value obtained will be compared with the r table value, where the r table value on a trial sample of 30, a significant level of 5%, obtained r table 0.361. The value of r count> r table confirms that the question items in the instrument are valid, while the value of r count below r table indicates that the question items used are invalid, need to be evaluated, dropped or replaced with different statements so that they are valid in measuring the instrument.

Table 2. Validity Test Results

Variables	Item	Sig	r Count	r Table	Description
Website Application Quality (X1)	X1.1	0,000	0,839	0,361	Valid
	X1.2	0,000	0,612	0,361	Valid
	X1.3	0,000	0,932	0,361	Valid
	X1.4	0,000	0,893	0,361	Valid
	X1.5	0,000	0,837	0,361	Valid
	X1.6	0,000	0,793	0,361	Valid
	X1.7	0,000	0,844	0,361	Valid
	X1.8	0,000	0,831	0,361	Valid
	X1.9	0,000	0,858	0,361	Valid
	X1.10	0,000	0,810	0,361	Valid
	X1.11	0,000	0,756	0,361	Valid
Service Quality (X2)	X2.1	0,000	0,854	0,361	Valid
	X2.2	0,000	0,626	0,361	Valid
	X2.3	0,000	0,930	0,361	Valid
	X2.4	0,000	0,888	0,361	Valid
	X2.5	0,000	0,819	0,361	Valid
	X2.6	0,000	0,785	0,361	Valid
	X2.7	0,000	0,847	0,361	Valid
	X2.8	0,000	0,845	0,361	Valid
	X2.9	0,000	0,839	0,361	Valid
	X2.10	0,000	0,807	0,361	Valid
Consumer Trust (X3)	X3.1	0,000	0,855	0,361	Valid
	X3.2	0,000	0,642	0,361	Valid
	X3.3	0,000	0,940	0,361	Valid
	X3.4	0,000	0,882	0,361	Valid
	X3.5	0,000	0,795	0,361	Valid
	X3.6	0,000	0,767	0,361	Valid
	X3.7	0,000	0,868	0,361	Valid
	X3.8	0,000	0,839	0,361	Valid
Transaction Decision (Y)	Y1	0,000	0,885	0,361	Valid
	Y2	0,000	0,692	0,361	Valid
	Y3	0,000	0,949	0,361	Valid
	Y4	0,000	0,899	0,361	Valid
	Y5	0,000	0,828	0,361	Valid
	Y6	0,000	0,813	0,361	Valid
	Y7	0,000	0,895	0,361	Valid
	Y8	0,000	0,871	0,361	Valid

Variables	Item	Sig	r Count	r Table	Description
	Y9	0,000	0,885	0,361	Valid
	Y10	0,000	0,692	0,361	Valid
	Y11	0,000	0,949	0,361	Valid
	Y12	0,000	0,899	0,361	Valid
	Y13	0,000	0,828	0,361	Valid
	Y14	0,000	0,813	0,361	Valid
	Y15	0,000	0,895	0,361	Valid
	Y16	0,000	0,871	0,361	Valid
	Y17	0,000	0,885	0,361	Valid
	Y18	0,000	0,692	0,361	Valid
	Y19	0,000	0,949	0,361	Valid
	Y20	0,000	0,899	0,361	Valid
	Y21	0,000	0,828	0,361	Valid
	Y22	0,000	0,813	0,361	Valid
	Y23	0,000	0,895	0,361	Valid
	Y24	0,000	0,871	0,361	Valid
	Y25	0,000	0,813	0,361	Valid
	Y26	0,000	0,895	0,361	Valid
	Y27	0,000	0,871	0,361	Valid

The website application quality variable is measured using 11 statement items, and the analysis results in table 2. show that all items are valid, so it can be concluded that all items validly measure the website quality variable because the calculated r value is greater than r table. Furthermore, the service quality variable is measured by 10 statement items, and the analysis results in table 2 also show that all items are valid in measuring the service quality variable. The consumer trust variable is measured by 8 statement items, the results of which show that all items are valid in measuring this variable. Finally, the transaction decision variable is measured by 27 statement items, and the analysis in table 2 confirms that all statement items are valid in measuring the transaction decision variable.

Instrument Reliability Test

After all statement items are declared valid, the test continues with the reliability test. The reliability test used is the Cronbach's Alpha method, where the instrument is considered reliable if the Cronbach's Alpha value is> 0.7 (Ghozali; 2018). The reliability test results for each instrument can be seen in the following table:

Table 3. Reliability Test Results

Variable	Number of Valid Items	Cronbachs Alpha	*Cut Value*	Reliability
Website Application Quality (X1)	11	0, 961	0, 7	Reliabel
Service Quality (X2)	10	0, 960	0, 7	Reliabel
Consumer Trust (X3)	8	0, 951	0, 7	Reliabel
Transaction Decision (Y)	27	0, 987	0, 7	Reliabel

Source: data processed (2024)

Based on the analysis results in Table 3, the Cronbach's Alpha value for the website application quality variable instrument is 0, 961 with 11 valid statement items. For the service quality variable instrument, the Cronbach's Alpha value is 0, 960 with 10 valid statement items.

The Cronbach's Alpha value for the consumer trust variable instrument is 0, 951 with 8 valid statement items, while the Cronbach's Alpha value for the transaction decision variable instrument reaches 0, 987 with 27 valid statement items. Because the Cronbach's Alpha value of all instruments is greater than 0, 7, all research variable instruments are declared reliable.

Classical Assumption Test

a. Normality Test

Normality test is carried out to identify the distribution of residuals from the regression model. If the residuals are normally distributed, then the model can be analyzed using regression analysis; otherwise, if the residuals are not normally distributed, regression analysis cannot be performed on the model. Normality test can be done statistically with the Kolmogorov-Smirnov method. In this test, the residuals of the regression results are considered normally distributed if the significant value of the test exceeds 0.05. The following are the results of the Kolmogorov-Smirnov normality test using the SPSS program:

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	7.50516909
Most Extreme Differences	Absolute	.079
	Positive	.079
	Negative	-.067
Test Statistic		.079
Asymp. Sig. (2-tailed)		.122[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: data processed (2024)

The analysis results listed in Table 5.8 show the sig. Exact value of 0.079. Since the significant value is greater than 0.05, it can be concluded that the regression residuals are normally distributed. This finding is reinforced by the results of the normality test graphically using the PP Plot curve, which shows that the data distribution follows a straight line.

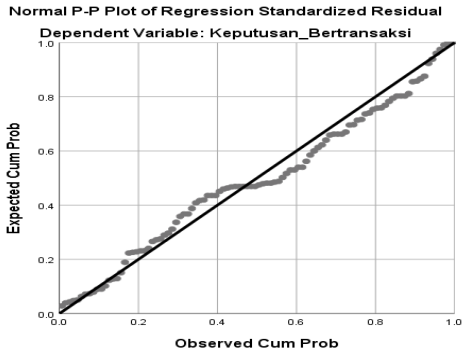


Figure 2. PP Plot Graph
Source: data processed (2024)

b. Multicollinearity Test

The multicollinearity test in regression analysis aims to assess the strength of the linear relationship between the independent variables in the model. Multicollinearity occurs when there is a high correlation among two or more independent variables, which can affect the validity and interpretation of the regression results. One of the main impacts of multicollinearity is uncertainty in coefficient estimation, where coefficients can be unstable or difficult to interpret because highly correlated variables are difficult to distinguish their separate effects on the dependent variable. In addition, multicollinearity can also increase the variance of the coefficient estimates, reducing the overall accuracy of the regression analysis.

Table 5. Multicollinearity Test Results

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Quality_Website	.223	4.477
	Quality_Service	.223	4.484
	Trust_Consumer	.284	3.520

a. *Dependent Variable*: Keputusan_Bertransaksi

Source: Data processed (2024)

The multicollinearity test results presented in Table 5. show that the VIF values for all independent variables are less than 10, and the tolerance values for all independent variables have exceeded 0.1. This indicates that the regression model has met the assumptions regarding multicollinearity.

c. Heteroscedasticity Test

Heteroscedasticity is a phenomenon in regression analysis that occurs when the variance of the residuals (errors) is not constant or homogeneous across the range of values of the independent variables. In simpler terms, it means that the dispersion of the errors is not fixed and can change depending on the values of the independent variables in the regression model. Testing for heteroscedasticity can be done statistically or graphically. The Gletsjer test is one of the statistical heteroscedasticity tests, while a graphical heteroscedasticity test can be done by looking at the shape of the regression scatter plot curve.

Table 6. Gletsjer Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7.217	4.054		1.780	.078
	Quality_Website	.283	.188	.319	1.507	.135
	Service_Quality	-.126	.175	-.153	-.723	.471
	Trust_Consumer	-.298	.202	-.276	-1.474	.144

a. Dependent Variable: abs

Source: Data processed (2024)

The Gletsjer test results in Table 6. show that there is no sufficient evidence to state the existence of heteroscedasticity in the regression model, indicated by the significance value of all independent variables in the Gletsjer test> 0.05. This means that the assumption of no

heteroscedasticity in the regression model is met. The results of this statistical heteroscedasticity test are supported by the results of the heteroscedasticity test graphically through the scatter plot curve, where the data distribution spreads without forming a pattern above and below the Y = 0 line.

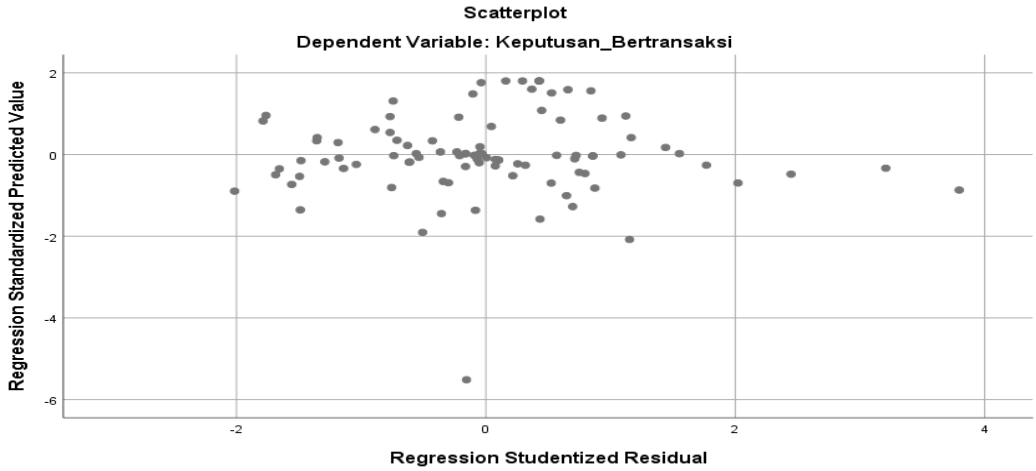


Figure 3. Heteroscedasticity Test Results graphically
Source: Data processed (2024)

Based on the overall classical assumption test results, it can be concluded that all classical assumptions have been met in this regression model. Thus, regression analysis can be carried out to test the effect of website application quality, service quality, and trust on consumer transaction decisions.

Regression Model Test

The multiple linear regression analysis test results include the results of the partial effect test (t test), simultaneous effect test (F test), and the coefficient of determination (R square). Partial test results (t test) can be used to test the hypothesis in this study.

a. Partial Test (t Test)

In multiple linear regression analysis, the partial test (t test) is used to evaluate the effect of each independent variable on the dependent variable. The hypothesis used in this test is as follows:

Ho: the independent variable partially has no effect on the dependent variable.

Ha: the independent variable partially affects the dependent variable.

With a confidence level of 95%, Ho will be rejected if the significant value is <0.05 and Ho will be accepted if the significant value is >0.05.

Table 7. Partial Test Results (t test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	15.728	6.053		2.598	.011
	Quality_Website	.637	.281	.249	2.270	.025
	Service_Quality	.531	.261	.224	2.036	.044
	Trust_Consumer	1.362	.302	.440	4.510	.000

a. *Dependent Variable*: Keputusan_Bertransaksi

Source: data processed (2024)

Based on the regression analysis displayed in the table above, the following results are obtained:

1. The quality of the website application on transaction decisions is proven by a p value of 0.025, because the sig value. <0.05 and a positive regression coefficient of 0.637, this means that the quality of the website application has a positive and significant effect on transaction decisions. The higher the quality of the website application, the higher the transaction decision, and vice versa, the lower the quality of the website application, the lower the transaction decision.
2. Service quality on transaction decisions is proven by a p value of 0.044, because the sig value. <0.05 and a positive regression coefficient of 0.531, this means that service quality has a positive and significant effect on transaction decisions, the higher the service quality, the higher the transaction decision, and vice versa, the lower the service quality, the lower the transaction decision.
3. Consumer trust on transaction decisions is proven by a p value of 0, 000, because the sig value. <0, 05 and a positive regression coefficient of 1, 362, this means that consumer confidence has a positive and significant effect on transaction decisions, the higher the consumer confidence, the higher the transaction decision, otherwise the lower the consumer confidence, the lower the transaction decision.

b. Regression Equation

The regression analysis results contained in Table 5. 11 shows a regression constant value of 15, 728, with a regression coefficient for website quality of 0, 637, a regression coefficient for service quality of 0, 531, and a regression coefficient for consumer confidence of 1, 362. Based on these values, the regression equation that can be used to predict transaction decisions based on website quality, service quality, and consumer confidence is as follows:

Y = 15.728 + 0.637 (X1) + 0.531 (X2) + 1.362 (X3)
Y = Transaction Decision
X1 = Website Application Quality
X2 = Service Quality
X3 = Consumer Trust

c. Simultaneous Effect Test (F Test)

The F test in regression analysis is a statistical method used to test the simultaneous significance of all independent variables on the dependent variable in the regression model. The goal is to test the hypothesis that at least one independent variable has a significant effect on the dependent variable as a whole. In this test, the simultaneous effect is considered significant if the significance value of the F test is less than 0, 05.

Table 8. Simultaneous Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15950.321	3	5316.774	91.530	.000[b]
	Residual	5576.429	96	58.088		
	Total	21526.750	99			

a. *Dependent Variable:* Keputusan_Bertransaksi

b. *Predictors: (Constant)*, Kepercayaan_Konsumen, Kualitas_*Website*, Kualitas_Pelayayanan

Source: Data processed (2024)

The F test results show a significance value of 0.000. Because the significance value is less than 0, 05, it is concluded that the simultaneous effect of website application quality, service quality and consumer confidence is significant, which means that all independent variables in the regression model contribute simultaneously to transaction decisions.

d. Coefficient of determination

The coefficient of determination in regression analysis is a statistical measure that explains how well the regression model fits the observed data. The coefficient of determination gives an idea of the proportion of variability of the dependent variable that can be explained by the independent variables in the model. The coefficient of determination is often used as a tool to evaluate the fit of the regression model to the data, although it should not be used as the only measure to assess the quality of prediction or the validity of the regression model. The higher the coefficient of determination, the better the regression model in predicting the dependent variable from the independent variable.

Table 9. Coefficient of Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.861[a]	.741	.733	7.62154

a. *Predictors: (Constant*), Kepercayaan_Konsumen, Kualitas_*Website*, Kualitas_Pelayanan

b. *Dependent Variable*: Keputusan_Bertransaksi

Source: Data processed (2024)

The coefficient of determination in the regression model can be seen through the adjusted R square value. Based on the analysis results in Table 9, the adjusted R square value is recorded at 0, 733. This shows that the simultaneous contribution of the quality of website applications, service quality and consumer confidence to transaction decisions is 73, 3%, while the remaining 26, 7% of the variance in transaction decisions is influenced by other factors outside the quality of website applications, service quality and consumer confidence.

Hypothesis Testing

Table 10. Hypothesis Testing Results

No	Hypothesis	Regression Coefficient	Conclusion
1	The quality of website applications has a positive and significant effect on consumer decisions to transact on the GOJEK application in the PIER Industrial Estate, Pasuruan Regency.	Regression coefficient = 0.637; p value = 0.025	Accepted
2	Service quality has a positive and significant effect on consumer decisions to transact on the GOJEK application in the PIER Industrial Estate, Pasuruan Regency.	Regression coefficient = 0.531; p value = 0.044	Accepted
3	Consumer trust has a positive and significant effect on consumer decisions to transact on the GOJEK application in the PIER Industrial Estate, Pasuruan Regency.	Regression coefficient = 1.362; p value = 0.000	Accepted
4	The quality of website applications, service quality and consumer confidence have a positive and significant effect on consumer decisions to transact on the GOJEK application in the PIER Industrial Estate, Pasuruan Regency.	F count 91.530 >F Table 2.840 P value = 0.000	Accepted

Source: data processed (2024)

Discussion

The Effect of Website Application Quality on Transaction Decisions

The results of this study indicate that the quality of website applications has a significant influence on transaction decisions. This means that the better the quality of the website application, the higher the transaction decision, and vice versa, the lower the quality of the website application, the lower the transaction decision. Therefore, improving the quality of website applications can be an effective step to improve transaction decisions.

This study shows that the quality of website applications has a significant effect on transaction decisions, in accordance with the theory of trust and risk perception. Web applications that have a professional design, clear information, and a good security system can reduce risk perception and increase the level of user trust, which in turn encourages the decision to transact. In addition, from the perspective of customer satisfaction theory, applications that provide a satisfying user experience will increase customer satisfaction. Satisfied customers tend to make repeat transactions and provide positive recommendations. The results of this study are also in line with the theory of consumer behavior, where consumers' perceptions of the value and benefits obtained during transactions greatly influence their decisions. Website applications that are easy to use and offer a pleasant experience will increase the likelihood of consumers to make purchases.

The results of this study are in line with Kaharudin et al. (2021) who found that website quality has a positive influence on consumer purchasing decisions. Furthermore, a study by

Predi Pranajaya, Dadang Krisdianto, Ainul Chanafi (2023) found that website quality has an influence on consumer purchasing decisions through the GOJEK application on consumers of Nelongso fried chicken.

Effect of Service Quality on Transaction Decisions

The results of this study indicate that service quality has a significant effect on transaction decisions. This means that the better the service quality, the higher the transaction decision, and vice versa, if the service quality decreases, the transaction decision will also decrease. Therefore, improving service quality can be one way to improve transaction decisions.

The relationship between service quality and transaction decisions can be explained through the theory of trust and risk perception, which states that trust in service providers and risk perception influence transaction decisions. This trust is influenced by the quality of service received, such as reliability and assurance provided. This research supports this theory, with results showing that good service quality increases consumer trust. In addition, service quality and performance theory also suggests a link between service quality and transaction decisions, which is also evident in this study. In customer value theory, customers evaluate the value they receive compared to the costs incurred. Service quality plays an important role in shaping this value perception, the better the service quality, the higher the transaction decision. Good services, such as quick response, friendly attention, and reliability, increase customer satisfaction, making them more likely to continue transactions and make repeat purchases. The trust built through quality service also reduces consumers' perceived risk, making them feel safer and more comfortable when transacting. In addition, service quality increases consumers' perception of value, making them feel that the costs incurred are worth the benefits received. Satisfied customers tend to be loyal, make repeat purchases, and provide positive recommendations, which can attract new consumers and influence potential customers' purchasing decisions. Overall, satisfactory service quality has an important role in increasing transaction decisions and building long-term relationships with consumers.

The results of this study are in line with Kaharudin et al. (2021), Novita Rifoul Kirom, Puji Handayati (2022), Aviv Patul Kholifah, Nur Hidayati, Ita Athia (2023), who found that service quality along with other indicators has a positive effect on purchasing decisions. Likewise, Winanti Widyastuti, Rara Sulistyowati (2021) stated that E-Service Quality has a positive and significant influence on the decision to use the GoFood feature in the GOJEK application. Likewise, Rizma Akbarani, Nur Hidayati, Muhammad Khoirul Anwarodin Broto Suharto (2023) found that service quality has a positive influence on purchasing decisions.

The Effect of Consumer Trust on Transaction Decisions

The results of this study indicate that consumer confidence has a significant effect on transaction decisions. This means that the higher the level of consumer confidence, the greater the transaction decision, and vice versa, if consumer confidence decreases, the transaction decision will also decrease so that efforts to increase transaction decisions can be made through increasing consumer confidence.

Consumer trust has a very important role in transaction decisions, especially in e-commerce, where there is no direct interaction between consumers and sellers. Consumers need to feel confident that the product or service offered is as promised and that their transaction is

safe. This research supports the theory that trust can reduce risk perceptions, such as financial risk, data security, and product quality, which ultimately encourages consumers to make transactions. In addition, social exchange theory also explains that trust in the relationship between consumers and service providers affects transaction decisions. Trust helps consumers feel more comfortable in sharing information, reducing uncertainty and increasing the perceived value of the transaction. The higher the level of consumer trust, the more likely they are to transact, which suggests that increased trust will have a positive impact on transaction decisions.

Consumer trust strongly influences how they assess the risk, satisfaction and value of a purchase. When consumers feel confident that a product or service provider is trustworthy, they tend to feel more comfortable and brave enough to proceed with the transaction, reducing doubts about possible problems such as fraud or poor quality. This trust not only reduces the perception of risk but also increases customer satisfaction, which often leads to loyalty and repeat purchases. In addition, strong trust increases the likelihood of conversion, as consumers feel that they are getting value for money. A good reputation, positive reviews, and transparent communication contribute to the establishment of trust, which in turn influences purchasing decisions and encourages positive recommendations from consumers. Therefore, building and maintaining trust is key to increasing transaction decisions and creating long-term relationships with consumers. The results of this study are in line with Sri Rahmayanti, M. Fikry Hadi, Nabilla Radianti (2024) who found that there is a positive influence between consumer trust and the decision to buy goods online.

The Effect of Website Application Quality, Service Quality and Consumer Trust on Transaction Decisions

The results of this study indicate a significant effect of website application quality, service quality and consumer confidence on transaction decisions, this means that the higher the quality of website applications, service quality and consumer confidence, the higher the transaction decisions, and vice versa, the lower the quality of website applications, service quality and consumer confidence, the lower the transaction decisions. The results of this study indicate that the quality of website applications, service quality and consumer confidence is one of the factors that significantly influence transaction decisions. This means that efforts to increase transaction decisions can be made through improving the quality of website applications, service quality and consumer confidence.

The relationship between website application quality, service quality, consumer trust, and transaction decisions is particularly important in the context of e-commerce, where consumers cannot interact directly with sellers. Trust is a key factor, as consumers need to feel confident that they will receive the product or service promised and that their transaction is secure. This research supports the theory, which shows that consumer trust is influenced by the quality of service received, including reliability and assurance. In addition, website application quality, good service, and consumer trust are closely interrelated with transaction decisions, which is reinforced by service quality theory. This model identifies five key dimensions of service quality, namely reliability, responsiveness, assurance, empathy and physical evidence, which further clarifies the relationship between these factors in influencing transaction decisions.

High quality web applications, with professional design, intuitive navigation, and strong data security, can build consumer trust by providing a positive and transparent user experience. On the other hand, good service quality, including responsive customer support and empathetic attention, further strengthens consumer trust by showing that the company is reliable and cares about their needs. When this trust is established, consumers are more likely to proceed with the transaction, as they feel confident that they will get good value. Conversely, poor website app quality or inadequate service can undermine trust, create doubts, and hinder transaction decisions. Therefore, improving the quality of web applications and services can effectively increase consumer trust, which in turn leads to more positive transaction decisions.

CONCLUSIONS

The study finds that *website application quality*, *service quality*, and *consumer trust* each have a significant and positive effect on consumers' decisions to transact through the GOJEK app in the PIER Industrial Estate, Pasuruan. Improvements in app usability, service responsiveness, and user trust—such as faster access, better navigation, robust data security, and transparent communication—are shown to enhance transaction decisions, while deficiencies in these areas have the opposite effect. Recommendations for GOJEK include optimizing app performance, adding personalized features for specific user needs (like night-shift transportation), elevating driver-partner standards, and increasing transparency in pricing and routing. Targeted marketing strategies and partnerships with industrial companies, alongside a long-term focus on innovation and corporate social responsibility, are suggested to strengthen GOJEK's market position. However, the findings are limited to the PIER Industrial area and may not apply to other regions or all user segments, as the study's sample criteria and temporal focus could exclude broader behavioral patterns. Future research should examine additional factors such as pricing and loyalty, and expand to diverse regions or demographic groups to enable broader generalization and deeper insights into digital transportation service adoption.

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