

## THE EFFECT OF RATING ON THE GOJEK APPLICATION ON CUSTOMER TRUST OF MIE GACOAN NGALIYAN

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### ABSTRACT

Some people buy something without looking at the Rating, so this study aims to see whether the Trust of Mie Gacoan Ngaliyan customers grows from looking at the Rating on the Gojek application or whether there is already customer trust in the Mie Gacoan brand. This study uses a quantitative explanatory research method by analyzing a simple linear regression test. The sample in this study amounted to 72 people in the Ngaliyan area, who were selected using a purposive sampling technique. The scales used are Likert and Gutman. The rating variable obtained an average answer of yes of 62.46%, which means that customers have satisfaction with Mie Gacoan, so this can affect customer trust in the Gojek application. The regression test results show that the Rating positively influences 20.8% and is significant for customer trust in the Gojek application. The regression coefficient for the variable is 2.421, which means that the rating variable has a positive factor on the trust variable—ratings on Mie Gacoan influence purchases made by customers on the Gojek application.

### Research Paper

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**Keywords:** Customer Trust, Gojek, Mie Gacoan, Rating.

### INTRODUCTION

Customer trust is essential because customer trust is the foundation of a business. According to Diza et al. (2016), customer trust is a customer's feeling of confidence in a product or service offered by a company in the long term. Trust can influence a person to repurchase a product or service (Suandana et al., 2016). The research results of Prasetyo W (2019) suggest that a customer's Trust will affect consumer loyalty, where someone loyal to a product or service will increase the decision to repurchase the product or service.

Customer value is an emotional bond between customers and product producers after the customer uses a product in the form of goods or services produced and knows that

the product has benefits that can be taken (Suandana et al., 2016). Customer value can be seen from product quality, impact, and loyalty given to obtain these products. A product can have a high value or *Rating* if it has the highest quality and function and the lowest possible sacrifice. The value given by the customer is a factor that can affect the Trust of a buyer.

Product assessment is an evaluation given by the consumer after the consumer has finished purchasing. Consumers' satisfaction from purchasing or using a product can be measured through product evaluation. Rating on a product has a scale of 1 to 5 stars, 1 star for a bad review and five stars for the best review. The hope is that someone's rating on a product will affect their Trust and loyalty.

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The Go Food feature on Gojek makes it easier for customers to order food. Only with a *smartphone* can customers easily order food according to their wishes. A *platform* with many users is, of course, supported by various factors. The company's progress is fully supported by customer factors and innovation in each product (Insani & Madiawati, 2020). One of the customer factors is Trust. Customer trust comes from customer satisfaction. Customer satisfaction means the feelings that arise from customers as an evaluation of the experience of using a product or service (Destamar et al. 2021).

Mie Gacoan is a trademark originating from an organization of the number 1 spicy noodle restaurant in Indonesia, which is a subsidiary of PT—orgies of the Ages. Mie Gacoan has been around since early 2016. As of March 2023, Mie Gacoan Ngaliyan on GoFood has received more than 16.000 reviews and *ratings* consisting of the results of the assessment shown in the form of a portion that fits > 2.000 reviews, reasonable price > 2.000 reviews, and tastes good > 2.000 reviews. From all the reviews given, Mie Gacoan Ngaliyan on GoFood gets an average rating from users of 4.7 out of a maximum scale of 5 stars, which means that the Rating obtained is close to a perfect rating.

Kautonen and Karjaluoto in Indah Rohmana, (2021) explains that there are two influential aspects of Trust in a product: *brand reliability* and *brand intentions*. Product *reliability* is the consumer's confidence that the product can provide the value or things promised with the impression that the product provides complete needs and satisfaction. *Brand reliability* can be seen from the quality assessment when the service includes honesty, comfort provided, the process of serving, and the available services so that consumer satisfaction arises. Meanwhile, *brand intentions* or goals are consumer confidence that can increase consumer satisfaction and trust by prioritizing consumer interests, mainly if problems occur related to unexpected product consumption. Therefore, *intentionality* is closely related to the belief that brands will not simply take advantage of consumers' lack of understanding but because there is indeed a

brand interest in what consumers need. For example, if an unexpected problem occurs in using a product, the brand can provide compensation or insurance to the customer. Consumers will increasingly trust and believe in using these products, so they will not switch to other brands.

Research on customer trust conducted by Wahyudi et al. (2019), Suryani & Rosalina (2019), Hariyanto and Trisunarno (2020), Ramadhani & Sanjaya (2021). According to Wahyudi et al. (2019), ratings affect customer confidence in buying a *fashion product* on the Shopee application. Someone will buy a product that has a good rating. Otherwise, a product with a bad rating will make customers hesitate to buy it. In line with previous research, Suryani & Rosalina (2019) suggested that *brand image* influences repurchase decisions; if *brand image* increases, repurchase decisions will increase. Then when *brand trust* increases, the decision to repurchase will also increase. Buyer reviews' influence on a brand must be proven and built to create customer buying interest. Hariyanto & Trisunarno (2020) explained that the Rating of that product influences customer trust in a product.

One crucial factor that influences customer trust is quality *reviews*. Therefore, this research on the Effect of Rating on the GO-JEK Application on Customer Trust of Gacoan Ngaliyan Noodles aims to analyze customer trust of Gacoan Noodles seen from the way customers buy Gacoan Noodles on the Gojek application. This is to see whether customer trust in Mie Gacoan Ngaliyan grows from seeing *ratings* on the gojek application or whether there is already customer trust in the Mie Gacoan *brand*. This research has a position among the literature review above as testing the correctness of the Rating on the Gojek application on customer trust. This research also examines the truth of the Trust of Mie Gacoan Restaurant customers because of the Rating.

## LITERATURE REVIEW

Research on customer trust conducted by Ramadhani & Sanjaya (2021), Tirtayasa, Lubis, and Khair (2021), and Christopher & Hutapea (2022). According to Ramadhani &

Sanjaya (2021) explained that ratings influence asking to buy on the Shopee marketplace; the higher the Rating will influence consumers to purchase. Meanwhile, in Tirtayasa et al. (2021), trust in a brand will positively and significantly influence consumers. A brand that customers have trusted will be added value to the brand. In Christopher & Hutapea

(2022), online customer reviews, promotions, and online customer ratings influence purchasing decisions on Go Food services on the Gojek application. The conceptual framework of thinking this research is follows in Figure 1.



Figure 1 Framework of Thinking

## METHODS

This research is a quantitative research using *explanatory research*. This type of research is *explanatory research* to determine the influence size between one variable and another. In this study, data collection techniques used questionnaires or questionnaires. The purpose of distributing this questionnaire was to find out about the problem to be studied based on the response from the subject and see if the answers matched with reality. The use of a questionnaire or questionnaire in this study used a *Likert scale* with respondents being given alternative answer choices in the form of Strongly Agree (SS), Agree (S), Disagree (TS), and Strongly Disagree (STS), for rating variables using a questionnaire form with respondents given alternative answers in the form of Yes and No.

Questionnaire data has been collected and then analyzed. In analyzing the data, this study used an instrument test in the form of a reliability test; the aim was to see whether the instrument data used was consistent (reliable) or not, and the data assumption test was in the form of a normality test and a linearity test which aims to see whether the data obtained is usually distributed. And linear or not. For further analysis, researchers used a hypothesis test in the form of a simple linear regression test. Data in the study were analyzed using IBM SPSS *Statistics* Version 26 and Jamovi.

The population is defined as all individuals or objects studied with some of the

same characteristics, such as gender, age, education level, place of residence, and so on (Sugiyono, 2019). The population in this study are Gojek application users who use the *food feature*.

The sample is a portion of the population representing many predetermined criteria (Sugiyono, 2019). The sample in this study was taken from the population, namely, Gojek application users who had ordered Ngaliyan Gacoan Noodles on the *go food feature*. This study uses a *purposive sampling technique*. The *purposive sampling* technique is the selection of samples according to what is determined or desired. Taking the sample in this study using the criteria, namely, Gojek users who have ordered Ngaliyan Gacoan Noodles and have given a rating for the restaurant and obtained 72 respondents who filled out the questionnaire.

## RESULTS AND DISCUSSION

### Results

Viewed spread rating questionnaire that was done to 72 respondents, seen from spread rating questionnaire obtained 69 people (95.8%) respondents satisfied with the service of Gacoan noodle restaurant in the application gojek, and 55 people (76.3%) had a total rating after ordering Gacoan Noodles. Ten people (13.8%) gave a bad rating on the app gojek, and 48 (66.6%) always gave a rating after booking. Fifty-four people (75%) answered Once Do the best Rating in the application gojek, and eight (11.1%) gave a

rating with forced. Viewed from consideration in the Rating, there were 49 people (68.1%) and 29 people (40.2%) directly made a booking without seeing the Rating, as well as 62 people (86.1%) believed it with the Rating listed on the application gojek. Results questionnaire This show that 62.46% answer respondent feel satisfied with the services provided by Mie Gacoan Browse the application gojek And always give a rating after booking so that matter can influence the customer's trust.

Results test try. Instrument study includes (1) Test Reliability (**Table 1**).

**Table 1 Results Test Reliability**

	Cronbach's $\alpha$
scale	0.766

Based on the results of test reliability, it obtained mark *Cronbach's  $\alpha$*  of  $0.766 > 0.6$ . After being done, test different fallen items as

**Table 3 Linearity Test Results**

ANOVA			
			Sig
Trust* Rating	Between Groups	(Combined)	0.023
		Linearity	0.000
		Deviation from Linearity	0.937

Based on **Table 3**, results test linearity what has been done is known as sig. *deviation from the linearity* of the data of  $0.937 > 0.05$ . So,

many as ten items. It can conclude that the instrument used is reliable and entered in the category ok. Results testing includes: (1) Results Test Normality, (2) Results Test Linearity, (3) Results Summary Model Test, (4) Results Test ANOVA Regression, (5) Results Test Simple Linear Regression.

**Table 2 Normality Test Results**

	Statistics	Sig
trust	0.078	0.200
ratings	0.241	0.200

Based on **Table 2**, the Kolmogorov-Smirnov magnitude shows a significance value of 0.200, which means  $p > 0.05$ , so it can be concluded that the data used in this study is normally distributed. The research data fulfills the normality test because the data is normally distributed.

there is a linear relationship between rating variables with variable trust customers.

**Table 4 Simple Linear Regression Summary Model Test Results**

Model	R	R Square	Adjust R Square
1	0.456	0.436	0.208

Based on **Table 4**, it can be seen that the model summary of the study This show value  $R = 0.456$  and  $R \text{ Square} = 0.208$  where own

meaning that the rating variable affects Trust by 20.8 % and the remaining 79.2 % is influenced by another variable.

**Table 5 Simple Linear Regression Test Results**

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Betas	t	Sig
1	(Constant)	95.575	4.610	-	20.733	0.000
	Ratings	2.421	0.565	0.456	4.288	0.000

Based on **Table 5**, shows that the regression coefficient for the Rating variable is 2.421, and the constant value is 95.575. From this information, the regression equation can be formed as follows:

$$Y = 95.575 + 2.421 X_1$$

From the Simple Linear Regression equation, it can be interpreted as:

1. The Rating Variable has a positive effect on the Trust Variable.
2. The constant value of 95.575 indicates that if there is no rating variable, then the trust variable is 95.575. This shows that without the influence of the Rating Variable, the magnitude of the perception of the Customer Trust variable has reached a value of 95.575
3. The regression coefficient for the Rating variable is 2.421, so for every additional 1% rating, the Trust will increase by 2.421. This shows that the Rating variable has a positive factor on the Customer Trust variable.
4. Based on the test results above, it can be interpreted that Rating has an influence on Customer Trust.

### Discussion

The results of the rating questionnaire distribution show that 62.46% of respondents are satisfied with the service provided by Mie Gacoan Ngaliyan in the Gojek application and always give a rating after ordering Mie Gacoan Ngaliyan in the Gojek application, so this can affect customer trust. Based on the results of testing the instrument using the reliability test as seen from *Cronbach's  $\alpha$* , a value of 0.766 was obtained, which means that the instrument is reliable and included in the good category. Based on the results of Table 2, it can be seen that the significance value of the trust variable is 0.200, which means  $p > 0.05$ , so it can be concluded that the data is normally distributed. The normally distributed data indicates that the data in this study do not deviate from the ideal normal distribution. In Table 3, the results of a linear test with a *sig. deviation from linearity* data is  $0.937 > 0.05$ , which means that there is a linear relationship between Rating and customer trust.

As seen from **Table 4**, the model summary in this study shows the value of  $R = 0.456$  and  $R \text{ Square} = 0.208$ , which means that the rating variable affects the trust variable by 20.8%, and the remaining 79.2% is influenced by other variables. This result is due to the existence of other aspects and factors that influence customer trust that are not examined by the authors, such as service quality and customer perceptions of the usefulness of a product. This can have an effect because, in the

buying process, the customer will see how he is well served by waiters from restaurants and services from gojek drivers. Customer perceptions of the usefulness of a product can also affect the level of Trust because customers will see the usefulness of what they buy in their daily lives.

Based on **Table 5**, the results of the simple linear regression test, the rating variable has a positive effect on the trust variable. This can be seen from the constant value of 95.575, which indicates that without the influence of the rating variable, the perception of customer trust has reached 95.575. Judging from the regression coefficient for the rating variable of 2.421, so that for every 1% rating addition, the Trust will increase by 2.421. This states that the rating variable has a positive influence on the trust variable. From the test results, it can be concluded that the Rating has an influence on customer trust.

This study states that ratings have an influence on the level of customer trust in a brand. Based on the rating indicator is very useful to make customers believe in a brand. Customers who see a good rating on a product will be more confident in choosing that product. This customer trust will affect customer loyalty to a brand (Prasetyo, 2021).

Trust in a brand will have a positive and significant influence on consumers (Soegoto, 2013 in Tirtayasa et al. 2021). A brand that has been trusted by customers will be added value to the brand. In theory, Costabile in Prasetyo (2021) explains that Trust is a response to strength from customers based on experience, transaction processes or interactions which are characterized by the channeling of expectations for a product (Tirtayasa et al., 2021).

The results of the research, which show that there is an effect of the Mie Gacoan Ngaliyan rating on customer trust in the gojek application, agree with the research conducted by Hariyanto & Trisunarno (2021), who found that there is a positive and significant relationship between the rating variable and the customer trust variable. The research that has been carried out by Hariyanto and Trisunarno (2020) explains that

customer trust in a product is influenced by the Rating of the product.

This research is reinforced by [Ramadhani & Sanjaya \(2021\)](#), who explain that ratings have an influence on consumer buying interest, where the higher the Rating in the application, this will influence consumers to make purchases. [Tirtayasa et al. \(2021\)](#) stated that Trust in a brand has a positive and significant influence on consumers; this can be an added value for the brand. This is also in line with research conducted by [Christopher & Hutapea \(2022\)](#), which explains that *customer review* ratings have an influence on consumer decision-making on *Gofood services*. The results of this study strengthen previous research regarding ratings that affect customer trust.

## CONCLUSION

The conclusion of this study is that Rating is an important variable that affects customer trust, seen from R Square = 0.208 in the simple linear regression summary model test, which means there is a significant effect between Rating and customer trust in Mie Gacoan Ngaliyan in the Gojek application of 20.8% . Likewise, the direction of influence shows a positive direction, which means that if the Rating on the application increases, customer trust will also increase. The results of the questionnaire show that 62.46% of respondents' answers are satisfied with the service provided by Mie Gacoan Ngaliyan in the Gojek application and always give a rating after placing an order, so this can affect customer trust. The research hypothesis, which reads that there is an effect of Mie Gacoan Ngaliyan's Rating on customer trust in the Gojek application, is fulfilled, accepted with a simple linear regression coefficient of 2.421, which means that the rating variable has a positive influence on the customer trust variable. Thus the Rating is something that needs attention to increase customer trust in the Gojek application.

Based on the results of research that has been done, there are suggestions for further research. On the trust scale, it is necessary to do a better readability test so that the sentences used on the scale are not too standard and difficult to understand for

research participants. Thus, the use of sentences and language in the questionnaire items should use language sentences that are easy to understand so that participants have no difficulty and are hesitant in answering. Furthermore, for future research, it is suggested to examine other variables that affect customer trust, such as service quality and perceived usefulness.

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### Author's declaration

#### Authors' contributions and responsibilities

The authors made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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#### Availability of data and materials

All data are available from the authors.

#### Competing interests

The authors declare no competing interest.

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