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Analysis of User Satisfaction of the "Lalamove" Application Using the SERVQUAL and EUCS Method

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ABSTRACT
Lalamove is a logistics platform connecting customers with trained drivers and couriers, offering secure, rapid, and convenient delivery solutions, focusing on quality, safety, and customer satisfaction. This study analyzes user satisfaction with the Lalamove application using twovice Quality (SERVQUAL) and End User Computing Satisfaction (EUCS). The SERVQUAL method assesses service quality across five dimensions: tangible ty, dimensions, responsiveness, assurance, and empathy. Meanwhile, EUCS evaluates information system user satisfaction based on five dimensions: content, accuracy, Format, ease of use, and timeliness. Employing a quantitative approach with a survey method, this research involved 309 respondents comprising Lalamove application users, including customers and drivers. The results indicate that reliability and responsiveness (SERVQUAL), Format, and insourcing support (EUCS) significantly influence customer satisfaction. Additionally, the overall EUCS variables positively impact customer satisfaction. These findings suggest that combining SERVQUAL and EUCS provides a holistic understanding of service quality and user satisfaction, encompassing aspects of operational and user experience. Primary recommendations include enhancing system performance, improving delivery timeliness, and optimizing the application's interface design and usability.

Keywords: Service Quality, Service Quality, End User Computing Satisfaction, User Satisfaction, Lalamove Application, Service Quality.

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1. INTRODUCTION

The development of the shipping service industry has increased quite rapidly. The era of globalization requires humans to have high mobility. One of the service industries that is also experiencing dynamics in its development is the delivery of goods. In the tight competition in the goods delivery service business, entrepreneurs must take steps to achieve customer satisfaction, including by providing improved service quality, providing various facilities, and setting appropriate prices to achieve customer satisfaction. This study aims to analyze user satisfaction with the "Lalamove" application. This research uses a quantitative approach with a survey method, while this type of research is consumers who have used Lalamove services.

User satisfaction is something that is received and felt by someone based on the services that have been provided and compared to what is desired. Satisfaction arises when

what is received and what is felt by the user is in accordance with his expectations. The problem that often occurs is the existence of several types of complaints that are often complained about through online reviews of users. This study aims to determine the level of user satisfaction with service quality using the Service Quality (SERVQUAL) and End User Computing Satisfaction (EUCS) methods in the Lalamove application. The SERVQUAL method is used to measure service quality so that it can determine the gap that exists between customer perceptions and customer expectations of a service company, while the EUCS method is used to measure the level of satisfaction of information system users by comparing expectations and expectations.

Several types of goods delivery service applications on Android and iOS devices, such as Deliveree, Shipper, Paxel, and Anteraja, can spur competition to offer their advantages. Therefore, the Lalamove application must provide the best service, satisfaction, and trust so that users remain loyal and respond positively. Lalamove has benefits that can lure customers into using Lalamove services, namely: (1) Ordering and Packing can be done directly from the application, (2) Delivery can be scheduled according to the customer's wishes, (3) There is a fleet provided by Lalamove so that it can send goods according to the type and size of the goods, (4) Customers can check the delivery position through the application, (5) cheap rates.

Lalamove is an application-based on-demand logistics service that connects users with drivers. Lalamove offers instant or scheduled delivery for the next 20 days. Shing Chow founded Lalamove in December 2013. Currently, Lalamove has 10 million users based on the number of PlayStore downloaders, 1.5 million drivers, and 1400 strong teams. The company's mission is "Making local delivery easier and faster". Lalamove is growing quite rapidly by expanding application services in more than 30 markets worldwide, with operations teams spread across 300 cities in Southeast Asia, China, and Latin America. The expectation of using the Service Quality (SERVQUAL) and End User Computing Satisfaction (EUCS) methods is to analyze the dimensions of the SERVQUAL and EUCS variables to evaluate the level of user satisfaction with the Lalamove application.

2. METHODS

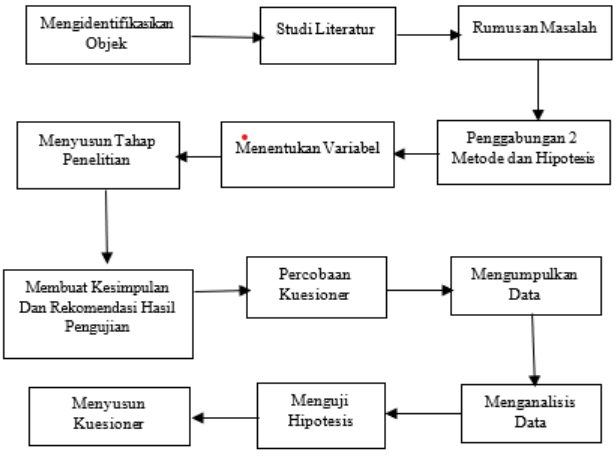

Figure 1. Research Methods

1. Identifying Research Object – The study begins by defining the research focus, which in this case is the user satisfaction of the Lalamove application.
2. Literature Review – A review of relevant theories and prior research is conducted to understand user satisfaction concepts and the SERVQUAL and EUCS frameworks.
3. Problem Formulation – The research problem is clearly defined, focusing on the key aspects of user satisfaction to be measured.

4. Determining Variables – The key variables related to user satisfaction are identified based on the SERVQUAL and EUCS models.
5. Determining Research Stages – The research process is structured into different phases to ensure a systematic approach.
6. Research Method and Hypothesis Development – The appropriate research methodology is selected, and hypotheses are formulated based on the identified variables.
7. Data Collection – Data is collected through surveys, questionnaires, or other methods relevant to measuring user satisfaction.
8. Data Processing – The collected data is processed using statistical or analytical tools.
9. Testing Hypotheses – The hypotheses are tested to determine if there is a significant relationship between the variables.
10. Drawing Conclusions and Recommending Findings – The results are analyzed, conclusions are drawn, and recommendations are made based on the findings.

3. RESULTS AND DISCUSSION

The results of this study include data analysis based on two methods, namely Service Quality (SERVQUAL) and End User Computing Satisfaction (EUCS). The analysis is carried out to identify the factors that most significantly affect the user satisfaction of the Lalamove application.

3.1 SERVQUAL Analysis

The SERVQUAL method is used to evaluate service quality based on five dimensions: tangible, reliability, responsiveness, assurance, and empathy. The following are the results of the analysis of each dimension:

- Tangible

The tangible dimension received an average score of 4.12. Respondents stated that the physical facilities, such as the delivery fleet, app interface, and ordering features. All these indicators have met their expectations. However, some users wanted improvements in the aesthetic aspect and updateability of the app features.

- Reliability

The reliability dimension recorded a score of 4.25, indicating that service reliability, such as on-time delivery and the ability to fulfill service promises, strongly influenced satisfaction levels. Some users reported dissatisfaction with incidents of late delivery, although, in general, the service was considered reliable.

- Responsiveness

Responsiveness recorded the highest score among the SERVQUAL dimensions, with an average of 4.33. Users were satisfied with the ease of getting help from customer service and the speed of response to their complaints or queries.

- Assurance

The assurance dimension obtained an average score of 4.20. This shows that users feel safe using the Lalamove application because the payment system and information reliability have met their expectations.

- Empathy

The empathy dimension has an average score of 4.10, which indicates that attention to customer needs is quite good. However, some users expect service customization for special needs, such as delivery of goods with specific requirements.

3.2 EUCS Analysis

The EUCS method evaluates user experience based on five main dimensions: content, accuracy, Format, ease of use, and timeliness. The analysis results show:

- Content

The average score for the content dimension was 4.13. Users stated that the information provided by the app, such as estimated delivery times and service descriptions, was quite relevant and helpful. However, some respondents noted that information related to delivery constraints needs to be more transparent.

- **Accuracy**

The accuracy dimension has an average score of 4.17. Respondents felt that the information provided by the app, such as estimated delivery times and costs, was generally accurate. Nonetheless, minor errors in determining delivery locations and calculating costs are still an issue.

- Format

With an average score of 4.23, the format dimension shows that the interface of the Lalamove app is attractive and easy to understand. A clear and consistent design supports a better user experience.

- Ease of Use

Ease of use has the highest score among the EUCS dimensions, 4.33. This shows that the Lalamove app is considered very easy to use, even by new users. Respondents stated that the ordering and delivery tracking process is simple and intuitive.

- **Timeliness**

The timeliness dimension recorded an average score of 4.12. Users felt that the app generally provided up-to-date information quickly, although some cases of delayed delivery of goods lowered the positive perception of this dimension.

3.3 Comparison of SERVQUAL and EUCS

The analysis results show that the SERVQUAL method is more effective in evaluating service quality, especially regarding users' direct interaction with the delivery service. On the other hand, EUCS provides a deeper insight into the user's experience with the application system, such as ease of use and accuracy of information.

3.4 Implications

- The reliability and responsiveness dimensions in SERVQUAL significantly influence the level of user satisfaction. This highlights the importance of ensuring timely delivery and improving user response systems.
- In the EUCS method, ease of use and timeliness are the dimensions that contribute most to user satisfaction. Therefore, the app needs to maintain an intuitive interface design and ensure the data presented is always up-to-date.

- The combination of these two methods provides a holistic overview that can be used to design service and application improvement strategies simultaneously.

3.5 Hypothesis Test

Hypothesis testing is done by looking at the results of the data calculations contained in Table 4.16 using the value of P Values. The hypothesis is accepted if the resulting P Values value is smaller than the significance value of 0.05.

1. **Hypothesis1: Format has a significant influence on EUCS**

   From the results of the analysis test on this hypothesis assessment, it is concluded that Format significantly influences EUCS. The explanation of Format in this study is that users are satisfied with the system presented by Lalamove, such as menu instructors, color choices that do not disturb the view when using the application, and a display that attracts users. This can have a positive impact on Lalamove because of the comfortable appearance it gives users.
2. **Hypothesis9: Insourcing Support has a significant influence on EUCS**

   The results of this study state that Insourcing Support has a significant effect on EUCS. This means how Lalamove application users react or respond when using the application so that they desire to use it more because Lalamove always provides effective solutions when users experience problems using the application.
3. **Hypothesis11: Reliability has a significant effect on Customer Satisfaction**

   The results of hypothesis testing show that reliability has a significant effect on Customer Satisfaction. The definition of Reliability refers to the services provided by Lalamove to users. From this, users can assess the type of service the Lalamove application offers. For example, it does not lag / error when used, and the menu display does not change.
4. **Hypothesis16: EUCS has a significant influence on Customer Satisfaction**

   The results of this study show that EUCS has a significant effect on Customer Satisfaction. It can be concluded that the effect of user satisfaction or the services obtained by users from Lalamove is good, so EUCS has an impact on Customer Satisfaction. This can make users use Lalamove more and more because of good satisfaction in terms of service, updated information from the Lalamove application, and good system quality.

CONCLUSION

Based on the results of analyzing the user satisfaction of the Lalamove application using the EUCS (End User Computing Satisfaction) and Service Quality methods from 16 hypotheses made, there are four accepted hypotheses and 12 rejected hypotheses. The accepted hypotheses are H1, H9, H11 and H16. While the rejected hypotheses are, H0, H2, H3, H4, H5, H6, H7, H8, H10, H12, H13, H14 and H15. So, it can be concluded that the user satisfaction of the Lalamove application has a positive response. This is because the correlation of each variable shown by the R-Square relationship value is 77.5% for the EUCS method and 79% for the Service Quality method, so it can be stated that attitude towards use has a positive impact on user satisfaction

1. Service Quality (SERVQUAL) and End User Computing Satisfaction (EUCS) methods are model approaches that are more often used in measuring service quality and user satisfaction regarding technology and services. After a thorough analysis, the researcher found a comparison of the two methods in measuring the service quality of the Lalamove application. The Service Quality (SERVQUAL) method measures service quality broadly, such as user interaction with drivers, delivery time, and user service. End User Computing

Satisfaction (EUCS) measures system-based service quality and assesses the application interface, application response speed, and ease of using the Lalamove application.

2. Based on the research data analysis results, 71 indicators and six indicators were deleted, namely, A5, A4, EUCS1, T3, and UI1. The factors that affect user satisfaction with the Lalamove application, namely, Format and Insourcing Support, which affect the EUCS variable, have a positive impact. While Reliability and EUCS which affect the Customer Satisfaction variable, have a positive impact as well because they reach the minimum T-Statistics value of 1.96.

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