Examining the Impact of Customer Experience Dimensions on Go-Jek User Satisfaction in Indonesia: An Empirical Study

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Abstract. This empirical study investigates the influence of customer experience (CX) dimensions on satisfaction levels of Go-Jek platform users in Indonesia. A survey was conducted with 450 riders to collect data on their sensory, emotional, cognitive, behavioral and relational experiences, along with overall satisfaction ratings. Structural equation modeling analysis reveals that emotional experiences, thought processes, actions and interpersonal relationships significantly enhance Go-Jek customer satisfaction, explaining 71% of the variance. However, sensory stimuli of the app interface did not impact satisfaction. By spotlighting the customer experience drivers that boost satisfaction on this prominent ride sharing platform, practical implications are offered for improving experiential aspects and competitiveness.

Keywords: Customer Experience, Sense, Feel, Think, Act, Relate, Customer Satisfaction, online transportation services, GO-JEK.

1. Introduction

Customer satisfaction is maintained in a good way, is a success for every company. Because if the customer is satisfied after consuming the goods or services provided by the company, it means that the company can meet consumer needs following expectations. According to (Othman, Harun, Rashid, & Ali, 2019), customer satisfaction is the key to long-term business success. The company must offer a product or service based on quality to outperform its competitors to get the satisfaction of its customers to protect, gain, and maintain market share. Customer satisfaction is one of the main goals that any company looks for in the long term, with customers being considered a top priority (Minh & Huu, 2016). Companies can create customer satisfaction through several factors, such as maintaining relationships with customers, providing quality services, and according to customer desires. Maintaining relationships is a priority factor because it is considered to have a comfortable impact on the minds of customers (Faraj Aldaihani et al., 2020). Customer relationship management is a strategy where companies try to maintain relationships with customers. Customer experience is a broad concept that includes customers and companies that provides for customers physical and emotional experiences when interacting with company products and services. Customer experience is subjective because it involves customer opinions until the post-consumption stage (Bascur & Rusu, 2020). Customer experience is considered a unique concept superior to services and products, specifically customer experience, divided into four categories, namely entertainment, education, quotes, and aesthetics (Lee, Ka-hyun Lee, & Choi, 2018).

The growth of the online transportation services industry in Indonesia, led by major companies such as GO-JEK, has significantly changed customer behavior. The main focus of companies is to create a positive customer experience to win competition in an increasingly fierce market. Customer experience is a broad concept that includes a customer's physical and emotional experience when interacting with a company's products and services. Customer experience is subjective because it involves customer opinions up to the post-consumption stage (Bascur & Rusu, 2020). Apart from that, well-maintained customer satisfaction is a success for every company. Companies can create customer satisfaction through several factors, such as maintaining relationships with customers, providing quality services, and in accordance with customer desires. Maintaining relationships is a priority factor because it is considered to have a comfortable impact on customers' minds (Mazyed Faraj Aldaihani et al., 2020). Customer experience, which includes the dimensions of sense, feel, think, act, and relate, is a key factor in shaping customer perception and satisfaction (Schmitt, 1999). With the fact that positive customer experience helps companies gain competitive advantage in the long term (Gentile et al., 2007), this research also responds to the demands of the times by looking at how customer experience influences customer loyalty and customer satisfaction in the online transportation services industry (Bustamante & Rubio, 2017). Other findings by (Slack & Singh, 2020) also indicate that service quality and customer satisfaction have a direct impact on customer loyalty, reinforcing the urgency of Customer Experience Management (CEM) as an indicator of company performance in this era.

Based on data from (DailySocial, 2023), the number of active GO-JEK users in Indonesia in 2022 has reached 35 million people, with total transactions reaching IDR 170 trillion. This number increased rapidly from the previous year, which was 27 million people with total transactions of IDR 140 trillion. Table 1 provides an overview of trends in the number of active users in 2023 in this industry, and highlights the importance of understanding and improving customer experience.

Table 1. Customer Satisfaction Rating of Online Transportation Users on the Application

No	Application Name	Number of Active Users (2023)	AppStore Rating (1-5)	PlayStore Rating (1-5)	Ref.
1	GO-JEK	35 million	4.7	4.6	(DailySocial, 2023)
2	Grab	25 million	4.9	4.8	(Okezone, 2023)
3	inDrive	15 million	4.9	4.6	(Katadata, 2023)
4	Maxim	10 million	4.9	4.8	(Bisnis, 2023)

Source: Playstore (downloaded on Monday, January 15, 2024 at 22.35)

According to survey results from the Institute for Development of Economics and Finance (INDEF), GO-JEK currently dominates as the most preferred online transportation service by customers in Indonesia. The application developed by PT GoTo GO-JEK Tokopedia recorded the usage of 82% of the total respondents. Meanwhile, the proportion of users of online transportation services such as Grab, Maxim and InDriver tends to be lower, as can be seen in Table 2. INDEF states that this dominant preference is largely influenced by the experience and level of customer satisfaction with the performance of each brand application.

Table 2. Online Transportation Services by Respondents (August-September 2022)

No	Application Name	Percentage (Respondents)
1	GO-JEK	82.6 %
2	Grab	57.3 %
3	inDrive	19.6 %
4	Maxim	4.9%

Source:(Ahdiat, 2022)

GO-JEK's success in facing competition with major competitors, such as Grab, emphasizes the importance of customer experience management in retaining and attracting new customers which lies not only in service quality or competitive prices, but also in its ability to create a superior customer experience. The lack of knowledge regarding how the dimensions of customer experience contribute to GO-JEK customer satisfaction creates the need for this research. Therefore, this research becomes relevant and crucial in the context of companies that are oriented towards customer experience. Even though GO-JEK has become a leader in this industry, there has been no in-depth research regarding the influence of customer experience on customer satisfaction, especially considering the dimensions of sense, feel, think, act, and relate. Therefore, this research was conducted to fill this knowledge gap by focusing on the relationship between customer experience and the level of satisfaction of GO-JEK customers in Indonesia.

This research has a dual purpose, first, to contribute to the understanding of the impact of customer experience dimensions, such as sense, feel, think, act, and relate, on GO-JEK customer satisfaction. This understanding is expected to help GO-JEK in improving its customer experience management strategy, so that it can strengthen its competitiveness in a growing market. Second, this study aims to analyze the extent to which customer experience, by considering the dimensions of sense, feel, think, act and relate, influences GO-JEK customer satisfaction level in Indonesia. In other words, this objective aims to explore the relationship between the customer experience felt by GO-JEK users and their level of satisfaction, by paying attention to various aspects of the customer experience. The results of the study are expected to provide in-depth insights into the factors that can improve customer satisfaction in the context of the online transportation services industry.

This research is also expected to provide a strong foundation for companies, academics, and related

parties in developing more effective marketing strategies that focus on customer satisfaction. With a deep understanding of the influence of customer experience dimensions on customer satisfaction, companies can design more targeted initiatives to meet and exceed customer expectations, ensure customer loyalty, and maintain and increase market share in the online transportation service industry through improved customer experience management strategies.

2. Literature Review

2.1. Customer Experience (CX)

Customer Experience (CX) is a concept that includes all interactions and contacts between customers and products, brands or companies during the service cycle that trigger personal responses. Customer experience Refers to how customers perceive all the products and services provided by the company. This is considered a unique experience for each individual (Helmi et al., 2017). This experience involves customer involvement at rational, emotional, sensorial, physical, and spiritual levels (Gentile et al., 2007). Meyer & Schwager emphasize that CX is an internal and subjective customer response, triggered by direct or indirect interactions with the company (Meyer & Schwager, 2007). Colin Shaw and John Ivens (n.d.) highlight that CX is the result of a company's physical performance and the customer emotions measured intuitively according to expectations at each contact (Shaw C. & Ivens, J., 2002). An unforgettable and memorable experience will influence customer behavior in the future. Companies that are able to provide special experiences to customers will build strong relationships with customers and make them connect with the products they offer. Customer experience involves interacting with a business and achieving the value of the products or services offered by the company. Customer experience is the main source of competitive advantage and differentiation due to its highly subjective nature (Beyari & Ghouth, 2018; Imbug et al., 2018). In this context, Schmitt identified five main dimensions of CX, namely sense (five senses), feel (emotional response), think (cognitive process), act (real action), and relate (interpersonal relationships) (Schmitt, 1999). This approach reflects how customers interact and respond to products or services.

- Sense: Dimension of customer experience related to the five human senses, such as sight, hearing, smell, feeling and taste. In this dimension, customers experience products or services through reviewing aspects of style, theme, and color through their five senses with the aim of creating an adequate impression.
- Feel: This dimension relates to the customer's emotional response to an experience. It includes feelings of pleasure, satisfaction, or dissatisfaction that arise during or after interacting with a particular brand or service.
- Think: Highlights the cognitive dimension of the customer experience that involves creative thinking in the customer's mind, i.e. related to how customers process information, make decisions, and shape their perceptions of the brand or service. The think principle includes surprise, intrigue, and provocation, by inviting customers to engage in creative, rational, and evaluation thinking processes.
- Act: This dimension includes the actual behaviors that customers take in response to an experience and their lifestyle. This could include product purchases, service subscriptions, or further interactions with the brand.
- Relate: Emphasizes the importance of the relationship between the customer and the brand or company. Interpersonal relationships and social interactions are the focus in this dimension.

Thompson & Kolsky (2009) added that CX includes all events that customers are aware of, including products, environments, communications, and services (Terblanche, 2009). Lemke et al. mentioned eight main factors that influence CX quality, such as affordability, competence, customer recognition, problem solving, personalization, promise fulfillment, time value, and helpful service (Lemke et al., 2011). With this in-depth understanding, companies are expected to shape adequate customer experience and build long-term commitment, in line with the goal of increasing loyalty and

profitability (Salim, K. F. and Catherine et al., 2015; Walden, 2017).

2.2. Customer Satisfaction (CS)

Customer satisfaction, a concept described by various experts, has a common goal in every organization, which is to achieve a level of satisfaction through the products or services provided (Ali et al., 2016). Customer satisfaction is a personal sensation, which can be joy or dissatisfaction, which arises from comparing a company's performance with customer expectations (Aymar & Joseph, 2019; Felix, 2017). When product performance meets or even exceeds customer expectations, customer satisfaction will be realized (Pakurár et al., 2019). R.L. Oliver defines satisfaction as a positive emotion that arises when customer expectations are met (Oliver, 1997; Suroso et al., 2020). According to (P. Kotler, 2007), customer satisfaction reflects the extent to which a product meets the buyer's expectations, while Westbrook and Reilly add an emotional dimension, describing satisfaction as an emotional response to experiences related to products or services (Tjiptono, 2008). Customer satisfaction is influenced by the quality of field service, and factors such as product quality, service, emotional factors, price, cost, and ease of product/service acquisition (Lupiyoadi, 2001). Dutka identified three main attributes for measuring customer satisfaction, namely product, service, and purchase-related attributes (Dutka, 1994). In simple terms, customer satisfaction can be defined as a feeling of pleasure or disappointment after comparing the actual performance of the product with the buyer's expectations (P. Kotler, 2006). In a competitive business context, customer satisfaction is key to retaining customers (Dutka, 1994; P. Kotler, 2007). Business success is measured through customer satisfaction, which is an indicator of the extent to which customer needs and expectations are met after interacting with a brand or company (Kotler & Keller, 2016). Customers feel satisfied when a business can fulfill their desires (Afthanorhan et al., 2019; Fattah & Al-Azzam, 2015). Therefore, understanding the contribution of customer experience dimensions to customer satisfaction is essential in designing effective marketing strategies.

3. Methodology

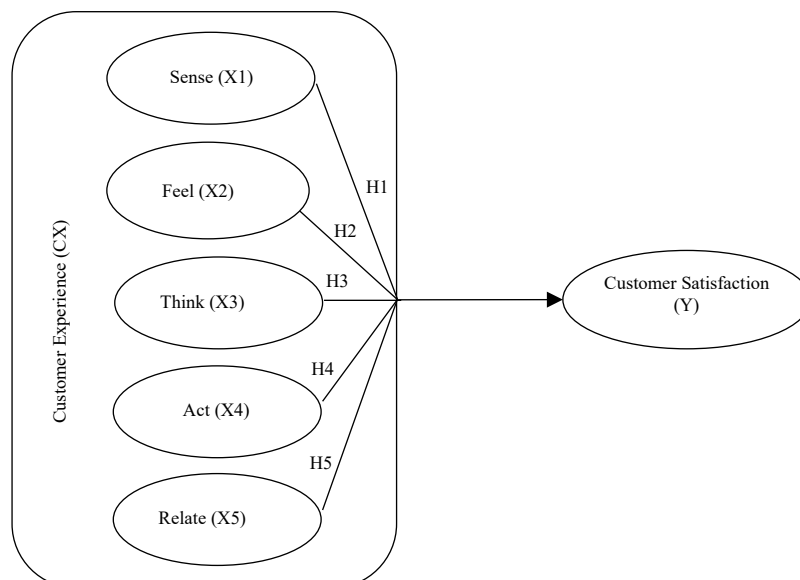### 3.1. Theoretical Framework and Hypothesis Development

Fig.1: Research Model

There are 5 (five) independent variables of customer experience in this research, consisting of: Sense (X1), Feel (X2), Think (X3), Act (X4), Relate (X5) and 1 (one) dependent variable Customer

Satisfaction (Y). This research uses quantitative methods targeting loyal users of GO-JEK services in Indonesia.

3.2. Procedures and Measures

Data sources used in scientific research are primary data and secondary data. Primary data was obtained directly through distribution of Google Form-based questionnaires to respondents who were GO-JEK service users in Indonesia who had made transactions at least twice a month. The targeted demographic profile is representative GO-JEK service users from various backgrounds and characteristics. The online survey method or distribution of questionnaires conducted online is used to make it easier to collect respondents' answers. The self-report measurement-based questionnaire was designed in Indonesian and utilized a Likert scale with the options "Strongly Disagree", "Disagree", "Moderately Disagree", "Neutral", "Moderately Agree", "Agree", and " Strongly Agree" to obtain closed-ended responses from users regarding their experiences. The questionnaire development process was carried out by considering the characteristics and needs of GO-JEK service users. The measurement items in the questionnaire are arranged based on aspects relevant to the user's experience in using GO-JEK services, such as comfort, satisfaction, reliability, and ease of use of the application. Before the questionnaire was distributed, the items had been pre-tested on several representative respondents to ensure clarity, accuracy, and relevance of the questions. The results of this trial were used to refine the questionnaire to measure customer experience more accurately with GO-JEK services. Before respondents fill out the survey, they are given clear information regarding the purpose of the research, their rights as respondents, and a privacy policy that guarantees the confidentiality of their data. Participation in this survey is voluntary, and respondents are given the freedom to refuse or withdraw at any time without any consequences. The population in this study were active GO-JEK users in Indonesia, and sampling was carried out using a non-probability sampling method (Purposive Sampling) and using the Slovin formula to calculate the sample size required in this study, which is around 400 respondents.

In this research, 450 respondents' answers were obtained as data. Respondent data collection used several social media in distributing questionnaires, especially the WhatsApp and LINE applications, both personally and through groups to target respondents to gain comprehensive insight regarding customer experiences with GO-JEK services.

In addition, secondary data that is complementary to primary data is obtained from various explicit sources, such as previous research, journals, literature, and relevant documents, to support the analysis in this research. By combining primary data from active GO-JEK users and secondary data from relevant literature, this research is expected to provide a holistic view of customer experience on the GO-JEK service platform.

3.3. Research Object

Fig.2: GO-JEK Logo

GO-JEK is an application-based service platform that provides various types of services, including transportation, food delivery, payments, and various other services. GO-JEK system runs by utilizing integrated information technology and mobile applications. Users can access various services provided by driver partners or merchants who are members of GO-JEK ecosystem through an intuitive and easy-

to-use mobile application. The ordering, payment and service tracking processes can be done directly through the application (Prasetyo, 2020).

The process begins when the user selects the desired service, such as ordering transportation or ordering food. After that, GO-JEK system will match the user with a driver partner or merchants who are available around the user's location. The role of information systems in GO-JEK's operations is very crucial, especially in optimizing customer experience to facilitate interaction between users and service provider partners. This involves order processing, location tracking, digital payments, and communication between users and partners. The following is a diagram of the information system at GO-JEK:
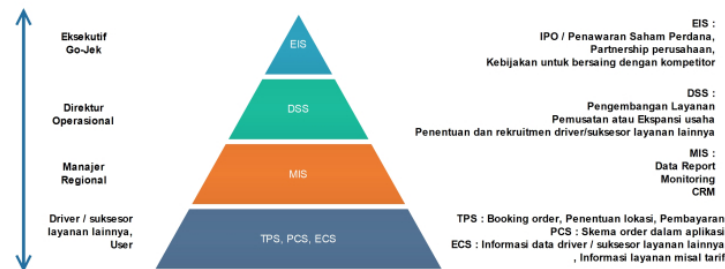

Fig.3. Diagram of Information System on GO-JEK

Based on this diagram, GO-JEK's business operations information system includes Transaction Processing Systems (TPS) which are useful for recording and processing various business transactions, including service reservations, travel cost calculations, and deposit management, as well as supporting service payments and financial transactions. In maintaining business activity processes in accordance with established procedures, GO-JEK uses Process Control Systems (PCS). In addition, Enterprise Collaboration Systems (ECS) are used to improve communication, coordination, and collaboration between members of GO-JEK business operations.

GO-JEK also implements information systems for management decision making, including Management Information Systems (MIS), Decision Support Systems (DSS), and Executive Information Systems (EIS). MIS provides detailed information reports, DSS uses decision models and specialized data to support decision making, while EIS provides quick access to key information for executive management.

In terms of information technology, GO-JEK uses smartphone applications (Android and iOS), cloud computing-based databases, and APIs from services such as Google Maps and Transjakarta. These technologies provide efficiency, accessibility, and practicality to GO-JEK services. However, several challenges such as server errors and limitations in selecting drivers continue to be improved (Anadhifa, 2017).

It is important to note that users will experience various aspects of experience during interactions with GO-JEK services, according to customer experience dimensions, such as sense, feel, think, act, and relate. GO-JEK's information system ensures that every stage of transaction and interaction creates a positive and satisfying experience for users. Integrated information, intuitive user interface, and efficient transaction processes are key elements in improving customer experience and customer satisfaction.

3.4. Analysis Design & Hypothesis

This research uses a survey method to collect data on target respondents who have been determined in the research. The questionnaire items were adapted from the indicators for each variable listed in the variables of customer experience and satisfaction. Multivariate statistical analysis used in this research is the Structural Equation Model (SEM) with the Smart-PLS 4.0 application as a Partial Least Square

(PLS) tool. SEM explains the latent relationship test pattern on target respondent data that has been collected with the condition of no or little knowledge about how these variables are related.

Hypothesis:

One of the dimensions of factors that influence customer satisfaction is sense. The visual, auditive, and other sensory sensations that accompany using the GO-JEK application can influence customer perceptions of the service. Previous research shows that positive sensory experiences can increase customer satisfaction (Schmitt, 1999). Therefore, the following hypothesis was proposed.

H_1: *There is a positive and significant influence between dimension Sense in GO-JEK's Customer Experience on Customer Satisfaction.*

Customers' emotional responses, including positive moods and feelings, have a direct impact on customer satisfaction (Schmitt, 1999). Thus, positive emotional experiences in using GO-JEK are expected to increase satisfaction levels. Therefore, the following hypothesis was proposed.

H_2: *There is a positive and significant influence between Feel dimension in GO-JEK's Customer Experience on Customer Satisfaction.*

Previous research shows that rational evaluation of a brand or service can influence customer satisfaction (Schmitt, 1999) If customers process information positively, their satisfaction is likely to increase. Therefore, the following hypothesis was proposed.

H_3: *There is a positive and significant influence between Think dimension in GO-JEK's Customer Experience on Customer Satisfaction.*

Responses that lead to concrete actions can be an indicator of customer satisfaction. If customers are actively involved with GO-JEK services, this can reflect a higher level of satisfaction (Schmitt, 1999). Therefore, the following hypothesis was proposed.

H_4: *There is a positive and significant influence between Act dimension in GO-JEK's Customer Experience on Customer Satisfaction.*

Interpersonal relationships and identification with a brand can increase customer satisfaction (Schmitt, 1999). Customers who feel connected to GO-JEK in a more personally tend to be more satisfied. Therefore, the following hypothesis was proposed.

H_5: *There is a positive and significant influence between Relate dimension in GO-JEK's Customer Experience on Customer Satisfaction.*

There are six variables in this research consisting of: Sense (X1), Feel (X2), Think (X3), Act (X4), Relate (X5), Customer Satisfaction (Y). Table III shows all variables with complete indicators and indicator codes.

From the various indicators owned, questionnaires can be built for respondents. There are 30 indicators that will be used to build questionnaires that will be given to respondents. This preliminary study was used to test the validity and reliability of each questionnaire. Questionnaires that do not meet validity and reliability standards will be corrected based on related literature from previous studies. The invalidity or unreliability of a questionnaire can be caused by unclear question wording or ambiguous meaning.

This analysis will provide conclusions about the sustainability or rejection of indicators, where a larger amount of data allows for more accurate results in accordance with normal data distribution.

Table 3. Variables and Indicators in Model Building

Variable	Code	Indicator
Sense (X1)	X11	Visual interface and layout of the GO-JEK application that is easy-to-understand increases my comfort in using the application.
	X12	Visual information on the GO-JEK application is easily visible and understandable to me.
	X13	Features in GO-JEK application provide an impression that suits my needs.
	X14	I felt consistency in the visual presentation between GO-JEK's advertising and the actual user experience.
	X15	GO-JEK service booking process provides an intuitive user experience.
Feel (X2)	X21	GO-JEK application created a positive mood in me during the usage experience.
	X22	When using GO-JEK services, I feel joy or comfort.
	X23	I feel emotional satisfaction when using GO-JEK services.
	X24	I feel happiness when completing transactions using GO-JEK.
	X25	I feel positive inner satisfaction after using GO-JEK services.
Think (X3)	X31	I feel confident that GO-JEK can meet my transportation needs.
	X32	I feel that GO-JEK provides an effective solution and adds significant value in everyday use.
	X33	My consideration for using GO-JEK is based on rational evaluation.
	X34	The information provided by GO-JEK helped me in making a better decision.
	X35	The ease of use of GO-JEK application made a positive impression in my mind.
Act (X4)	X41	Using GO-JEK services has become part of my lifestyle.
	X42	I often take concrete actions such as making purchases or transactions and giving positive reviews via the GO-JEK application.
	X43	I often participate in promotions or loyalty programs offered by GO-JEK to subscribe.
	X44	Using GO-JEK has influenced my practical decisions.
	X45	After using the application, I tend to recommend GO-JEK services to others.
Relate (X5)	X51	As a regular user of GO-JEK services, I get several benefits according to my membership level.
	X52	I feel connected to the GO-JEK user community.
	X53	Using GO-JEK creates a positive identity for me.
	X54	Using GO-JEK increases my sense of affiliation with the brand.
	X55	My interactions with these services created a strong bond.
Customer Satisfaction (Y)	Y1	Overall, I am satisfied with the quality of service provided by GO-JEK.
	Y2	My feelings of satisfaction with GO-JEK were higher than my initial expectations.
	Y3	The experience of using GO-JEK met my expectations.
	Y4	GO-JEK's positive reputation has a positive impact on my satisfaction.
	Y5	I will continue to use GO-JEK services in the future.

3.5. Demographic of Respondents

Table 4. Demographic of Respondents

Variable	Answer	Percentage
Gender	Female	58,7 %
	Male	41,3 %
Age	< 18 years	1,7 %
	18-24 years	68,3 %
	25-30 years	15,9 %
	31-35 years	7,2 %
	36-40 years	2,6 %
	> 41 years	4,3 %
Education Background	Primary school or equivalent (SD atau sederajat)	0,4 %
	Junior high school or equivalent (SMP atau sederajat)	1,7 %
	Senior high school or equivalent (SMA atau sederajat)	33,3 %
	Academy (Akademi)	6,3 %
	Bachelor degree (S1)	51,5 %
	Master degree (S2)	5,9 %
	Doctoral degree (S3)	0,9 %
What is your area of residence?	Jakarta	25,1 %
	Bogor	4,4 %
	Depok	2,7 %
	Tangerang	10,2 %
	Bekasi	8 %
	Solo	0,9 %
	Semarang	5,6 %
	Cirebon	17,9 %
	Brebes	6 %
	Tegal	1,8 %
	Surabaya	1,1 %
	Bali	0,7 %
	Bandung	14 %
	Lampung	0,4 %
	Yogyakarta	0,4 %
	Purwokerto	0,2 %
	Palembang	0,4 %
	Malang	0,2 %

Table 4 shows the demographics of the 450 respondents involved in this research. From the data obtained, it can be concluded that the majority of respondents were women at 58.7%, while male respondents reached 41.3%. The most dominant age range in this study was 18-24 years, reaching 68.3%. Most respondents had a bachelor's degree (S1) at 51.5%, followed by senior high school or equivalent at 33.3%. Geographically, most respondents live in Jakarta (25.1%) and Bandung (14%). Cirebon also recorded a significant percentage, which is 17.9%.

4. Research Findings and Discussion

4.1. Validity and Reliability Test

Testing the validity and reliability of the hypothesis was carried out using the measurement model and Smart-PLS software. Evaluation begins with a convergent validity test, including loading factor and Average Variance Extracted (AVE) to ensure that the indicator can measure the variable. According to (Latan, 2015), convergent validity itself refers to the principle which the indicators in one construction should be correlated. Reliability tests using Composite Reliability (CR) and Cronbach's Alpha (CA).

Table 5. Variables/Indicators Validity and Reliability

No	Variable/ Indicators	Outer Loading	AVE	CR (rho_a)	CR (rho_c)	CA
	X1		0.608	0.684	0.823	0.679
1	X11	0.740				
2	X12	0.782				
3	X15	0.816				
	X2		0.589	0.829	0.877	0.825
1	X21	0.739				
2	X22	0.767				
3	X23	0.766				
4	X24	0.746				
5	X25	0.815				
	X3		0.582	0.647	0.807	0.642
1	X32	0.771				
2	X33	0.724				
3	X35	0.793				
	X4		0.613	0.792	0.864	0.790
1	X41	0.788				
2	X43	0.761				
3	X44	0.777				
4	X45	0.806				
	X5		0.680	0.845	0.895	0.843
1	X52	0.807				
2	X53	0.831				
3	X54	0.821				
4	X55	0.839				
	Y		0.573	0.818	0.870	0.813
1	Y1	0.725				
2	Y2	0.818				
3	Y3	0.788				
4	Y4	0.744				
5	Y5	0.704				

Outer loading value for each indicator must be greater than 0.7 to ensure that the indicator is valid in measuring variables, and the AVE value must be greater than 0.5. In reliability testing, Composite Reliability (CR) and Cronbach's Alpha (CA) are used with the CR and CA values having to be above 0.6. From the results shown in Table 5, each indicator has a value higher than the specified limit, indicating that each indicator is valid and has a reliable variable.

Followed by a discriminant validity test using the Fornel Larcker Criterion or HTMT which assesses that the correlation between the variable and the variable itself must be greater than the value

of the variable and other variables, as well as the Cross Loading test which is determined by comparing the results of the Cross Loading to the construct itself.

Table 6 shows that the correlation value of the variable with the variable itself is higher than the correlation value of the variable with other variables. Therefore, each variable in this study was proven to be valid for discriminant validity based on the findings.

Table 6. Fornell-Larcker Criterion

	Act (X4)	Customer Satisfaction (Y)	Feel (X2)	Relate (X5)	Sense (X1)	Think (X3)
Act (X4)	0.783					
Customer Satisfaction (Y)	0.750	0.757				
Feel (X2)	0.707	0.719	0.767			
Relate (X5)	0.738	0.708	0.700	0.824		
Sense (X1)	0.435	0.549	0.604	0.414	0.780	
Think (X3)	0.622	0.728	0.684	0.551	0.642	0.763

If the Cross Loadings value of an indicator has a construct value that is greater than other constructs, then the indicator for a question can be considered valid.

Table 7 below shows the results of Cross Loading discriminant validity. It is clear from this that the cross-loading value of each indicator is higher for its own construct than for other constructs. Each indicator in this study was proven to be valid for discriminant validity based on the findings.

Table 7. Cross Loadings

	Sense (X1)	Feel (X2)	Think (X3)	Act (X4)	Relate (X5)	Customer Satisfaction (Y)
X11	0.740	0.447	0.499	0.312	0.256	0.378
X12	0.782	0.464	0.463	0.332	0.373	0.456
X15	0.816	0.502	0.543	0.372	0.330	0.445
X21	0.512	0.739	0.509	0.553	0.505	0.510
X22	0.499	0.767	0.542	0.498	0.516	0.533
X23	0.444	0.766	0.516	0.544	0.522	0.571
X24	0.402	0.746	0.480	0.559	0.533	0.518
X25	0.467	0.815	0.572	0.561	0.603	0.617
X32	0.471	0.535	0.771	0.488	0.438	0.588
X33	0.493	0.490	0.724	0.420	0.379	0.489
X35	0.508	0.538	0.793	0.510	0.439	0.582
X41	0.321	0.540	0.443	0.788	0.516	0.619
X43	0.387	0.597	0.514	0.761	0.637	0.549
X44	0.321	0.510	0.451	0.777	0.543	0.562
X45	0.338	0.570	0.541	0.806	0.622	0.615
X52	0.257	0.558	0.369	0.616	0.807	0.534
X53	0.344	0.570	0.472	0.582	0.831	0.607
X54	0.392	0.572	0.485	0.574	0.821	0.575
X55	0.366	0.607	0.482	0.663	0.839	0.614
Y1	0.385	0.473	0.546	0.522	0.425	0.725
Y2	0.485	0.606	0.593	0.624	0.605	0.818
Y3	0.473	0.593	0.597	0.577	0.549	0.788
Y4	0.371	0.554	0.546	0.575	0.579	0.744

Y5	0.351	0.482	0.466	0.535	0.509	0.704

Furthermore, for the last stage of structural model evaluation, involves R-Square test, Path Coefficients, T-Statistics (Bootstrapping), Predictive Relevance, and Model Fit. This process ensures that indicators effectively measure variables and validate hypotheses.

Table 8. R-Squared Value

Variable	R-square	R-square adjusted
Customer Satisfaction (Y)	0.713	0.710

Based on Table 8, it can be concluded that the variable Customer Satisfaction (Y) is influenced by 71.3%. Variables in this study have a strong influence through the r value results. The remaining 28.7% may be influenced by variables not described in this study.

Table 9. Model Fit

	Saturated Model	Estimated Model
SRMR	0.060	0.060
d_ULS	1.082	1.082
d_G	0.439	0.439
Chi-square	1092.754	1092.754
NFI	0.796	0.796

The goodness of fit model test can be seen from the SMRM model values. SRMR (Standardized Root Mean Square Residual) is a measure to evaluate the degree to which a model fits the observed data. The PLS model is declared to have met the goodness of fit model criteria if the SRMR value is <0.10 and the model is declared perfect fit if the SRMR value is <0.08(Henseler et al., 2014; Hu & Bentler, 1998). The goodness of fit test results of the PLS model in table IX below show that the SRMR value of the PLS model is 0.060. Because the SRMR model value is below 0.10, this PLS model is declared fit, so it is suitable to be used to test research hypotheses.
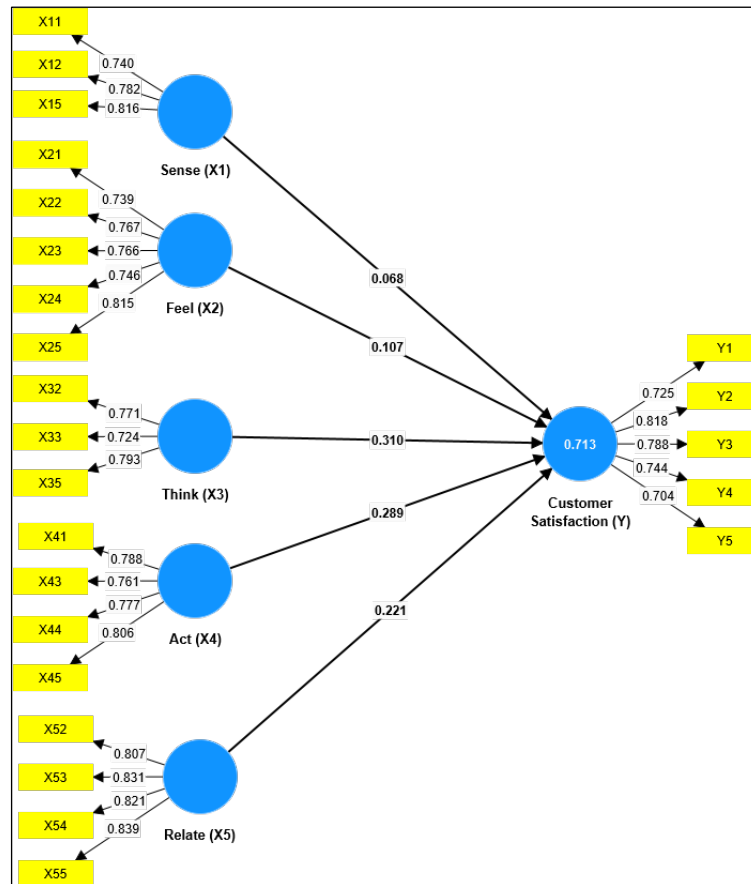
4.2. Hypothesis Analysis

Fig.4: Model Path Coefficient Output

In concluding the hypothesis analysis, this research utilizes the path coefficient value to evaluate the existence of a relationship between variables. This approach aims to identify the existence and strength of the relationship between these variables, as well as the extent to which these variables influence the relationship between latent constructs. A higher path coefficient value is associated with a more significant strength of relationship between variables and a greater impact on the relationship between latent constructs.
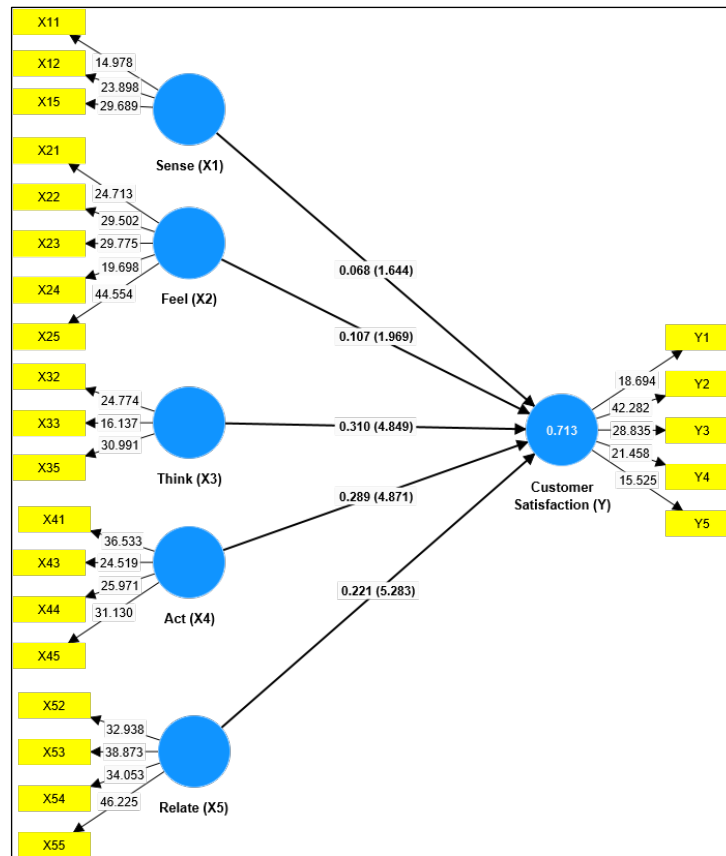
Fig.5: Path Coefficient & t-test value of Model

Path coefficient, which should be in the range from 0 to 1, indicates the strength and direction of the relationship between independent and dependent variables. Meanwhile, t-statistic value exceeding 1.96 indicates the statistical significance of the path coefficient, with P-values below 0.05 confirming this significance. Furthermore, effect sizes, such as the coefficient of determination (R-squared), provide an understanding of how much variability in the dependent variable can be explained by the independent variables. The hypothesis can be considered accepted.

Table 10. Path Coefficient

Relation	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Status
X1 → Y	0.068	0.074	0.041	1.644	0.100	Not Accepted, Insignificant
X2 → Y	0.107	0.111	0.054	1.969	0.049	Accepted, Significant
X3 → Y	0.310	0.304	0.064	4.849	0.000	Accepted, Significant
X4 → Y	0.289	0.287	0.059	4.871	0.000	Accepted, Significant
X5 → Y	0.221	0.220	0.042	5.283	0.000	Accepted, Significant

The results of the hypothesis analysis as shown in Table 10 show the influence of each variable which indicates that four hypotheses are accepted, and one other hypothesis is not accepted.

H1 is rejected: t-statistic value is $1.644 < 1.96$, p-value is $0.100 > 0.05$, and path coefficient H1 is 0.068, indicating that there is no positive and significant influence between Sense dimensions in GO-JEK's Customer Experience on Customer Satisfaction. From these results it can be concluded that intuitive application navigation, visual impressions and good understanding of the menu layout do not have a positive and insignificant influence on the level of customer satisfaction. These results are not in line with the findings of (Dewi & Hasibuan, 2016) in that visual impressions and ease of navigation in the application can provide a positive experience and have a significant impact in increasing GO-JEK customer satisfaction. Therefore, further study is needed for this variable and its indicators for this variable. There may be problems in questionnaires collection such as misinterpretation, unclear wording, or meanings that are considered ambiguous by respondents.

H2 is accepted: t-statistic value is $1.969 > 1.96$, p-value is $0.049 < 0.05$, and path coefficient H2 is 0.107, indicating that there is a positive and significant influence between Feel dimension in GO-JEK's Customer Experience on Customer Satisfaction which involves interaction with driver partners, responsive customer service, and a comfortable atmosphere. These results are in line with previous research (Dewi & Hasibuan, 2016). Positive interaction experiences with driver partners, responsive customer service, and a pleasant atmosphere can significantly increase customer satisfaction.

H3 is accepted: t-statistic value is $4,849 > 1.96$, p-value is $0.000 < 0.05$, and path coefficient H3 is 0.310, indicating that there is a positive and significant influence between Think dimension in GO-JEK's Customer Experience on Customer Satisfaction. This involves the creative thinking process of customers, related to the existence of diverse payment options, attractive promotions, and smart solutions has a positive and significant influence on the level of customer satisfaction. Therefore, through offering a variety of payment options, attractive promotions, and smart solutions can significantly increase customer satisfaction on the GO-JEK platform.

H4 is accepted: t-statistic value is $4.871 > 1.96$, p-value is $0.000 < 0.05$, and path coefficient H4 is 0.289, indicating that there is a positive and significant influence between Act dimension in GO-JEK's Customer Experience on Customer Satisfaction. Therefore, it can be said that through interaction with drivers, which involves aspects such as service efficiency, it can have a significant impact in increasing GO-JEK customer satisfaction.

H5 is accepted: t-statistic value is $5.283 > 1.96$, p-value is $0.000 < 0.05$, and path coefficient H5 is 0.221, indicating that there is a positive and significant influence between Relate dimension in GO-JEK's Customer Experience on Customer Satisfaction. In this case, relate functions as an experience

used to influence customers by integrating all aspects of Sense, Feel, Think and Act and creating a positive perception in the eyes of customers. GO-JEK, as a service provider, places special emphasis on building good relationships and communication with all customers or customer groups. Maintaining a fair attitude and good communication with all customers, without prioritizing certain groups, is an important strategy in the long term. This approach aims to ensure that the Relate experience is fully fulfilled within the GO-JEK environment, creating a lasting positive impression in the minds of customers.

4.3. Implication of Research

This research study provides valuable insights for academics and industry practitioners regarding the factors that influence customer satisfaction in the context of the GO-JEK service platform. Understanding the importance of dimensions such as Sense, Feel, Think, Act, and Relate can guide service providers in improving specific aspects of their offerings. For academics, this research contributes to existing knowledge about customer experience and satisfaction on mobile application-based service platforms. The use of Structural Equation Model (SEM) and Smart-PLS 4.0 as research tools also provides methodological contributions that can be applied in similar research. For industry practitioners, the research results show that improving the emotional and rational aspects of the customer experience (Feel and Think dimensions) can have a large positive impact on overall customer satisfaction. Focusing on aspects such as positive emotional responses, effective problem solving, and ease of use can lead to a more satisfying customer experience. Additionally, the Relate dimension, which emphasizes the importance of building a strong relationship and positive identity with the brand, highlights the importance of continuous efforts in customer relationship management and brand building for sustainable customer satisfaction.

4.4. Limitation and Further Research

This study has certain limitations, of which the authors are aware. First, this research is based on survey methods, and the results may be influenced by respondent bias or interpretation. Further research could consider incorporating qualitative methods such as interviews or focus groups to gain a deeper understanding of customer perceptions. Secondly, this study focuses on GO-JEK in a specific geographic context (not yet widespread throughout Indonesia), and these findings may not be fully generalizable to other regions or service platforms. Future research could explore cross-cultural differences in customer experience and satisfaction in the context of similar service platforms. This study focuses on the customer experience dimensions outlined in the research model. Future research could incorporate recent studies on technology-enabled transportation experiences and satisfaction into the literature review for deeper foundations and analyze findings by comparing effect sizes and relationships with past empirical studies on online platforms and mobile apps.

5. Conclusion

In summary, this research makes a timely contribution by demonstrating the positive effects of customer journey emotions, evaluations, behaviors and brand relationships on shaping satisfying experiences and perceptions with Go-Jek. The study offers direction for managers to focus efforts on boosting affective responses, application effectiveness and two-way interactions. While sensory appeal did not manifest as salient, designing holistic experiences spanning psychological and social elements alongside core services is vital for customer centric platforms today.

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