

12<sup>th</sup> **INSYMA**  
international annual  
symposium on  
management

SUSTAINABILITY AS A STRATEGIC BUSINESS ORIENTATION IN GLOBAL ECONOMY RECOVERY PHASE

12<sup>th</sup> **INSYMA**

# SUSTAINABILITY AS A STRATEGIC BUSINESS ORIENTATION IN GLOBAL ECONOMY RECOVERY PHASE

Proceeding 12th International Annual  
Symposium on Management  
Makassar - South Sulawesi, Indonesia  
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## FOREWORD

INSYMA has become a tradition of its own for the Management Department of Universitas Surabaya. For more than a decade this event has become a forum for academics and practitioners to share knowledge. Every year Management Department always brings the latest theme that becomes an important issue for the development of science.

This year, INSYMA raise the theme **SUSTAINABILITY AS A STRATEGIC BUSINESS ORIENTATION IN GLOBAL ECONOMY RECOVERY PHASE**. This theme interesting, considering recently, the companies are adapting to volatile and uncertain conditions as a way of life to survive. There are some important business issues and each requires a specific and appropriate response. These issues are namely governance, innovation technology, operations, regulations, risks, strategy & growth, sustainability, talent and the economy issues. The company requires its own way to deal with each of these issue so that the companies can achieve business growth and survival.

Hundreds of scientific papers are sent to a conference committee, and the results of a rigorous selection of more than 90 elected. This paper is derived from a variety of authors, both within and outside the country, academics and practitioners. All the articles are then presented at the symposium and documented in these proceedings.

We hope that these proceedings can contribute to the development of science and business practices. Hopefully you can enjoy and gain valuable lessons from this article collection. We look forward to your participation in next INSYMA.

Makassar, South Sulawesi, Indonesia  
13<sup>th</sup>-15<sup>th</sup> March 2015

## Proceeding

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#### SUSTAINABILITY AS A STRATEGIC BUSINESS ORIENTATION IN GLOBAL ECONOMY RECOVERY PHASE

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**SERVICE QUALITY COMPARISON BETWEEN BLUE BIRD TAXI AND ORENZ TAXI BASED ON CONSUMER'S PERCEPTION IN SURABAYA**

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***Abstract***

Transportation business has grown rapidly in recent years; one of them is taxi companies. There are various taxi companies in Surabaya which provide different service quality as well. The aims of this study to compare the service quality of both most popular taxi company, Blue Bird Taxi and Orenz Taxi based on the perception of consumers in Surabaya.

This research using Descriptive Data and Paired-Samples T Test with SPSS 18.0 software. Sampling techniques used in this research are non probability sampling with this type of purposive sampling. The number of samples in the study of 100 for each taxi company. The spread of samples was done by distributing questionnaires directly to some individuals who fit the characteristics and research purposes.

The results of this study indicates there is a difference of service quality between Blue Bird Taxi and Orenz taxi based on consumer's perception in Surabaya.

**Keywords:** Blue Bird, Orenz, Service Quality, Assurance, Responsiveness, Reliability.

## INTRODUCTION

The needs of the public transportation in urban areas are large enough. It's because of the increasing the number of population in big cities in Indonesia. In order to support the economic and social activities in fulfilling the public transportation which meet the customer's expectation of service quality given in terms of speed, convenience, safety, and the others. It takes a proper transportation in order to facilitate and accelerate the movements. Public transportation is currently served by bus and microbus which based on the route and time of service, the system is known as a transit mode. It is different from Taxi operation which is not based on transit system; Taxi is able to deliver the passenger to their destination directly.

There are many reasons as taxi cannot be fully accepted as one of the main public transport, including the prices offered which is more expensive than the price of common public transportation, although with different levels of service in conjunction with a range of services, taxi can arrive at destination directly (door to door service) and can act as a personal vehicle rather than public transport. Currently, taxi transportation has become one of the needs in terms of the community to obtain transportation services. The characteristic service is door to door service, causing much in demand for some people who have high activities although they provide higher cost compared to other public transportations. The time factor and the level of service are components that are very concerned and needed by a group of people who are accustomed to high activity. But not all taxi transportation can provide the desired service of passengers. Payment systems that do not conform to the meter (meter payment on taxi), a driver who pays little attention in terms of safety, security and convenience of passengers, and many other services that are less pleasant are complaints that are often experienced by users. So that the societies as taxi transportation users always choose the particular taxi transportation company that they think can provide the desired service.

There are plenty of taxies that operate in Surabaya, there are two taxi companies which are popular among citizens in Surabaya, Blue Bird taxi and Orenz Taxi. In the taxi industry, Blue Bird Group is a major player. The taxi company is well known in big cities in Indonesia, such as in Jakarta, Bandung,

Semarang, Surabaya, Bali, Lombok, Manado, Medan, Palembang, Pekanbaru and Batam. Has a fleet of 26,000 units, this taxi service provider focuses targeting the premium class. As for the people of Surabaya, Orenz has become part of their daily lives. The secret is a technology services. When customer service of Orenz received calls from consumers, they can immediately recognize the caller's name, home address, office, even their family tree. Currently Orenz taxi has 787 units of fleet in Surabaya. Although outnumbered by competitors who run of 1500 units taxi (Blue Bird).

### **LITERATURE BACKGROUND AND HYPHOTESES**

Tjiptono and Chandra (2012), which states: "Quality of Service is a measurement of how well a service encounter compatibility with customer expectations. Implementation of quality of service means making compromises with customer expectations in a manner that is consistent. "

According to Parasuraman, 5 main dimensions in measuring service quality, namely RATER (Reliability, Assurance, Tangible, Empathy, and Responsiveness).

#### **Hypothesis**

Ho= There is no significant difference in service quality between Blue Bird Taxi and Orenz Taxi

H1= There is a significant difference in service quality between Blue Bird Taxi and Orenz taxi

### **RESEARCH METHODOLOGY**

The type of this research is explanatory research. Research is a process of scientific investigation on a matter that is done in an organized, systematic, based on reliable data, is critical and objective whose objective was to find an answer or a solution to one or several issues under study (Ferdinand, 2006). Variable research is an attribute or characteristic of a person, object or activity that has certain variations which are set to be studied and drawn conclusions (Sugiyono, 2008).

The population in this study is all the consumers of Blue Bird and Orenz in Surabaya. Therefore, the number of population is unknown, and then the researcher is only one part of the overall population (sample). The sample is a subset of the population, made up of some members of the population. This subset was taken because in many cases it is impossible examine all members of the population (Ferdinand, 2006). Sampling technique used is non-probability sampling with the type of purposive sampling where there is certain requirements on the characteristics of the population to be studied is the consumers who have used the services of both taxi companies at least twice in two months.

The source of data is primary data. Primary data is the research data obtained directly from the original source (not through an intermediary medium), primary data generated in this study is the result of interviews or distributing questionnaires to customers who have used services of Blue Bird taxi and Orenz Taxi to obtain respondents against the attributes of the study will be tested.

Questionnaires are a number of written questions that are used to obtain information from respondents in terms of his personal statement, or the things that he knew. Delivering questionnaires to the respondent who has used at least twice in 2 months of either Blue Bird and Orenz taxi, man or woman, minimum senior high school education, have complained to both companies. And has a preference about service quality. Questions are presented in the questionnaire form closed question. Closed questions are made by using an interval scale, to obtain data which when processed shows the influence or the relationship between variables. Scale interval in this study is bipolar adjective, which is a refinement of the data scaled semantic (Ferdinand, 2006). The scale used in the range of 1-7 intervals.

Disagree      1      2      3      4      5      6      7      Agree

The data processing research is using paired-samples t test with SPSS 18.0 software. Samples which are used in this research are 100 respondents. Statistical tests used in this study is paired-samples t test using a t-test with a level of significance is 5% of type two samples test with two tails. Ho is not rejected if the result shows that  $p > 0.05$  meaning there is no difference service quality between

Blue Bird and Orenz taxi.  $H_0$  is rejected if  $p < 0.05$  meaning there is a difference in quality between the services the Blue Bird and Orenz taxi.

## RESULT

Validity test is performed with SPSS 18.0 for windows. Validity Test of this research is done by collecting a sample of 40 respondents of Blue Bird Taxi and 40 respondents of Orenz Taxi were obtained by performing a distributing questionnaires in Surabaya. According to Hair et al (2010: 93) validity relates to how well the concept is defined by a measure. Validity indicates the extent to which the indicator accurately measure should be measured. The test is performed to determine whether the indicators in the study can be a measuring tool for any existing variables. Valid questionnaires indicate that the statement or indicators in the questionnaire understood by respondents. These questionnaires are based on statements of each variable is the research which are tangible, assurance, responsiveness, reliability, and empathy. Validity Test of this research is based on the criteria of the extent to which the variable is accepted by Pearson correlation values  $< 0.05$ . The results of testing the validity of the statement on each variable are valid.

Reliability measurements conducted on 40 respondents of Blue Bird Taxi and Orenz Taxi using SPSS 18.0 for Windows. According to Sekaran and Bougie (2009: 161) reliability is a measure showing the extent to which no bias (error-free) and which ensure consistent measurement in a variety of items on an instrument. If the value of Cronbach alpha (CR) is greater than 0.60 then each statement in the questionnaire is reliable.

Explanatory data is used to measure the respondents to the statement. Respondent data processing technique is using the mean and standard deviation. Mean was calculated to determine the average assessment of respondents to each statement. Meanwhile, the standard deviation is calculated to determine the diversity of respondents to each statement in the questionnaire.



**Table 13**  
**Respondent's Responses Toward Tangible Dimension of Blue Bird Taxi**

No	Statement	Mean	St.Dev
TAN1	Up to date and Clean-Vehicle	5,53	1,235
TAN2	Visually license number and company name	5,90	1,142
TAN3	Clean and comfortable inside taxi	5,80	1,163
TAN4	Well-dressed and appear neat driver	5,57	1,121
TAN5	Complete facilities and equipments	5,24	1,224
Total		5,608	1,177

Source: data processing result *SPSS 18.0 for Windows*

**Table 14**  
**Respondent's Responses Toward Assurance Dimension of Blue Bird Taxi**

No	Statement	Mean	St.Dev
ASS1	Driver's knowledge of routes	5,62	1,245
ASS2	Price tag displayed and charge metered	5,96	1,127
ASS3	Driver's fluent Indonesian and friendly	5,59	1,156
ASS4	Security facilities available	6,05	1,019
ASS5	Small change and receipt available	5,51	1,322
Total		5,746	1,174

Source: data processing result *SPSS 18.0 for Windows*

**Table 15**  
**Respondent's Responses Toward Responsiveness Dimension of Blue Bird Taxi**

No	Statement	Mean	St.Dev
RES1	Driver's patiently attitude	5,70	1,049
RES2	Prompt complaint's respond and lost luggage	5,19	1,412
RES3	Provided booked-taxi and arrived at time	5,22	1,574
RES4	Arrange reasonable route when passenger	5,22	1,375
Total		5,33	1,353

Source: data processing result *SPSS 18.0 for Windows*

**Table 16**  
**Respondent's Responses Toward Reliability Dimension of Blue Bird Taxi**

No	Statement	Mean	St.Dev
REL1	Driver's refusal or detour	5,84	1,195
REL2	Driver's compliance with traffic rules	5,33	1,429
REL3	No unethical competition or random pulling up	5,61	1,127
REL4	No smoking, phoning, and eating when driving	5,58	1,519
Total		5,59	1,318

Source: data processing result *SPSS 18.0 for Windows*

**Table 17**  
**Respondent's Responses Toward Empathy Dimension of Blue Bird Taxi**

No	Statement	Mean	St.Dev
EMP1	Driver's fluent Indonesian and friendly	5,60	1,255
EMP2	Driver's knowledge of recreation, shopping, etc	5,51	1,096
EMP3	Warm service of the driver	5,45	1,114
EMP4	Drivers are honest and righteous	5,54	1,218
Total		5,525	1,171

Source: data processing result *SPSS 18.0 for Windows*

**Table 18**  
**Respondent's Responses Toward Tangible Dimension of Orenz Taxi**

No	Statement	Mean	St.Dev
TAN1	Up to date and Clean-Vehicle	5,45	1,201
TAN2	Visually license number and company name	5,61	1,091
TAN3	Clean and comfortable inside taxi	5,40	1,223
TAN4	Well-dressed and appear neat driver	5,49	1,307
TAN5	Complete facilities and equipments	5,27	1,127
Total		5,444	1,189

Source: data processing result *SPSS 18.0 for Windows*

**Table 19**  
**Respondent's Responses Toward Assurance Dimension of Orenz Taxi**

No	Statement	Mean	St.Dev
ASS1	Driver's knowledge of routes	5,34	1,394
ASS2	Price tag displayed and charge metered	5,68	1,188
ASS3	Driver's fluent Indonesian and friendly	5,52	1,159
ASS4	Security facilities available	6,59	1,138
ASS5	Small change and receipt available	5,35	1,373
Total		5,496	1,250

Source: data processing result *SPSS 18.0 for Windows*

**Table 20**  
**Respondent's Responses Toward Responsiveness Dimension of Orenz Taxi**

No	Statement	Mean	St.Dev
RES1	Driver's patiently attitude	5,30	1,307
RES2	Prompt complaint's respond and lost luggage	4,96	1,504
RES3	Provided booked-taxi and arrived at time	4,89	1,607
RES4	Arrange reasonable route when passenger	4,84	1,542
Total		4,997	1,490

Source: data processing result *SPSS 18.0 for Windows*

**Table 21**  
**Respondent's Responses Toward Reliability Dimension of Orenz Taxi**

No	Statement	Mean	St.Dev
REL1	Driver's refusal or detour	5,72	1,164
REL2	Driver's compliance with traffic rules	5,28	1,311
REL3	No unethical competition or random pulling up	5,36	1,345
REL4	No smoking, phoning, and eating when driving	5,29	1,572
Total		5,41	1,348

Source: data processing result *SPSS 18.0 for Windows*

**Table 22**  
**Respondent's Responses Toward Empathy Dimension of Orenz Taxi**

No	Statement	Mean	St.Dev
EMP1	Driver's fluent Indonesian and friendly	5,64	1,168
EMP2	Driver's knowledge of recreation, shopping, etc	5,57	1,103
EMP3	Warm service of the driver	5,46	1,150
EMP4	Drivers are honest and righteous	5,35	1,298
Total		5,50	1,180

Source: data processing result *SPSS 18.0 for Windows*

### Hypothesis Testing (Paired-Samples T Test)

In order to determine whether there are differences in the quality of service between the Blue Bird Taxi and Orenz Taxi in Surabaya, it conducts paired samples T-Test. In hypothesis testing using a paired sample t test, there are two formulas which are equal variance and unequal variance:

Ho = There is no difference in service quality between the Blue Bird taxi and Orenz Taxi

H1 = There is a difference in service quality between Blue Bird and Orenz taxi

**Table 23**  
**Paired-Samples T Test between Blue Bird Taxi and Orenz Taxi**

Service Quality Dimensions	Sig (2-tailed)	Decision	Information
Overall Service Quality	0.011	Ho is rejected	There is a significant difference
Tangible	0.091	Ho is not rejected	There is no significant difference
Assurance	0.002	Ho is rejected	There is a significant difference
Responsiveness	0.007	Ho is rejected	There is a significant difference
Reliability	0.049	Ho is rejected	There is a significant difference
Empathy	0.837	Ho is not rejected	There is no significant difference

Source: data processing result *SPSS 18.0 for Windows*

### RESEARCH RESULT AND DISCUSSION

Service quality is determined by customer ratings as measured through customer perceptions about the service quality provided. If customers perceive that services received meet or exceed customer expectations, customers will

perceive that the quality of service in the company good or satisfactory. The results provide information about the service quality provided by Blue Bird Taxi and Orenz Taxi. The difference in the service quality will be known strengths and weaknesses of each taxi company in providing services to customers. Most of the consumers who has preference to take Blue Bird taxi revealed the reason why they chose Blue Bird Taxi because of its safety, while for the Orenz Taxi's consumers mostly the reason why they chose Orenz Taxi is because of the price is value for money.

According to the overall service quality average value, the service quality average value of Blue Bird Taxi is 5,560 which is higher than the service quality average value of Orenz Taxi which is 5,371. This result shows that service quality of Blue Bird Taxi is better than Orenz's.

The difference of service quality according to the paired-samples t test with test level 5% shows there is a significant difference between Blue Bird and Orenz service quality because of the significance value is 0.011 which is lower than the test level ( $\alpha=0.05$ ).

The discussion of this research should be used as a consideration for Blue Bird Taxi to maintain the service quality and as a feedback for Orenz Taxi in order to improve the service quality in order to meet the customer's expectation.

## **CONCLUSION AND RECOMMENDATION**

Based on the research data processing result, analysis, discussion, and hypothesis testing as reviewed in previous chapter, it can be provided several conclusions and recommendations which are relevant for Blue Bird Taxi and Orenz Taxi:

According to the research result which is done through paired-samples t test to the 2 samples which has significance value is 0.05. Due to the significance value is lower than 5% therefore  $H_0$  is rejected, which means there is a significant difference in service quality between Blue Bird Taxi and Orenz Taxi according to customer's perception in Surabaya. From the data processing result, it is known that the average value of Blue Bird Taxi is higher than Orenz Taxi's. Where the service quality average value of Blue Bird Taxi is 5.560, while Orenz's service

quality average value is 5.371. It shows that the Blue Bird's service quality is perceived better than Orenz's according to customers in Surabaya.

The Blue Bird's service quality in terms of Tangible dimension is perceived a bit better than Orenz's with service quality average value with 5.608 which is higher than Orenz's service quality average value with 5.444. The Blue Bird's service quality in terms of Assurance dimension is perceived better than Orenz's with service quality average value with 5.746 which is higher than Orenz's service quality average value with 5.496. In terms of Responsiveness dimension, The Blue Bird's service quality is perceived better than Orenz's with service quality average value with 5.332 which is higher than Orenz's service quality average value with 4.997. Also in terms of Reliability dimension, The Blue Bird's service quality is perceived better than Orenz's with service quality average value with 5.590 which is higher than Orenz's service quality average value with 5.412. And in terms of Empathy dimension, The Blue Bird's service quality is perceived a bit better than Orenz's with service quality average value with 5.525 which is higher than Orenz's service quality average value with 5.505.

### **Recommendation**

Based on the research result, it is known that there is a significant difference in service quality between Blue Bird Taxi and Orenz Taxi in Surabaya. Here are some recommendations and feedbacks for both taxi companies.

For Blue Bird Taxi, it takes to maintain and improve Tangible, Assurance, Reliability, and Empathy dimensions. And improve the responsiveness dimension.

Technically, the improvement could be done by:

1. Giving training for the customer service of Blue Bird in order to respond the complaints and lost luggage quickly, also respond the booked taxi and ensure the taxi arrived at time.
2. Providing a GPS to every taxi so the driver would be able to arrange reasonable route for passenger.
3. Improving the facilities (GPS and other necessary accessories) inside taxi to make it more convenient for passenger.

4. Providing a competitive price in order to gain broader market due to some consumers complaining about the price which is more expensive than the other.

For Orenz Taxi, it takes much improvement for Responsiveness dimension, improvement for Tangible, Assurance, Reliability dimensions. And maintain and improve Empathy Dimension. Technically, things need to do are:

1. Giving strict regulations for drivers to not eating, phoning, or smoking when driving. Also for drivers who do not give small change and receipt.
2. Arrange an intensive training for management due to lack of responsiveness.
3. Giving strict regulations for drivers to comply the traffic rules.
4. Giving training for the customer service of Orenz Taxi in order to respond the complaints and lost luggage quickly, also respond the booked taxi and ensure the taxi arrived at time.
5. Improving the facilities (GPS and other necessary accessories) inside taxi to make it more convenient for passenger.

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