

## **ANALYSIS OF USER SATISFACTION OF PUBLIC TRANSPORTATION OJEK ONLINE (GOJEK) THROUGH SERVICE INSTRUMENTS**

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### **ABSTRACT**

In Indonesia, online motorcycle taxis are the largest public transportation with a very large number of partners and fleets, covering all parts of Indonesia. As a profit-oriented mode of public transportation, paying attention to customer satisfaction is a necessity. One of the efforts that can be done is to provide quality services. In fact, this study aims to find out how online transportation users respond by looking at the service elements provided by service providers. Scientific studies are used as a logical way to prove reliable research results, and in this study using quantitative methods and statistical analysis of linear regression. The subjects of this study were users of the online ojek public transportation mode in the South Tangerang area, Banten. The results of the study provide an overview, in general, respondents are satisfied with the presence of online motorcycle taxis. This is very helpful and facilitates user activities. However, there are still things that need to be improved, such as comfort and safety standards. Statistically, service has a significant effect on online motorcycle taxi user satisfaction.

**Keywords: Online Ojek, Service Users, Public Transportation, Satisfaction, Service**

### **INTRODUCTION**

In this modern era, people have various activities and to fulfill these activities, people need transportation as a supporting tool/tool in carrying out their activities. Therefore, transportation service entrepreneurs are competing to attract consumers by improving service, ease of ordering, fleet comfort, punctuality and so on. In Indonesia, motorcycles are often found to function as public vehicles, namely transporting people/goods and charging an agreed fee, this type of transportation is known as ojek.

In its development, ojek has become an applied public transportation. In detail it is regulated in the LLAJ Law, PP Number 74 of 2014 and Minister of Transportation Number PM 108 of 2017 where "The provisions of Article 151 letter a of the LLAJ Law are said to have accommodated special rental transportation which is public transportation with a black motorized vehicle number sign".

In line with the explanation above, Gojek is one of the motorcycle taxi service providers *online* which is currently being the prima donna in the community. Gojek is here as an option for ojek transportation users, who want to avoid congestion and the hustle and bustle of big cities, such as Jakarta, Tangerang, Depok, Bogor, Bekasi, Bandung, Surabaya and so on. Gojek also offers ease in which consumers no longer have to look for a motorcycle taxi to the base, but with a single click the *Driver* motorcycles that will come and pick up the consumers home. Not only that, Gojek also offers affordable prices for motorcycle taxi transportation users *online*, this is proven by the many promos provided.

Gojek realizes that the number of transportation services that have sprung up has resulted in stronger competition faced by motorcycle taxi drivers *online*. Almost on every corner of the main road and campus area, many of these drivers are found. If you look closely, there are many things that must be addressed in the current motorcycle taxi service, especially the issue of safety, courtesy and the reasonableness of service prices.

The results of a survey in Google Questionary conducted by Bernadeta Herlinda (2014) showed 53.8% of consumers stated that they were interested in using an motorcycle taxi service *online* because of the price, then 38.5% because of the service and 7.7% for other reasons. This data illustrates that the main reason people prefer motorcycle taxis to basic motorcycle *online* taxis is that the prices are relatively cheaper, even motorcycle taxis often *online* offer discounts. The next reason, consumers use motorcycle taxis *online* is service. When compared to the service of basic motorcycle taxi drivers, it is quite different from motorcycle taxis *online*. Where motorcycle taxis *online* have a better uniform or appearance, while basic motorcycle taxis tend to be modest, shabby and seem untidy. This condition then makes motorcycle taxi users switch to using motorcycle taxis *online*. While other reasons for using motorcycle taxis *online*, this explains certain conditions or circumstances. For example, rich people or people who rarely use ojek transportation, of course only in certain circumstances that are sudden or important, forcing them to use ojek transportation. The following is Gojek Jabodetabek customer growth data

**Table 1. Number of Gojek Users in Jabodetabek**

No	Year	Sum of Consumer	%	Information
1	2014	1.355.000	-	-
2	2015	3.403.000	151%	Up
3	2016	4.341.000	28%	Down
4	2017	5.468.000	26%	Down

Source: Litbang Liputan6.com, 2020

The data above shows that the quantity of Gojek consumers throughout Jabodetabek continues to increase, but if you look at the percentage of Gojek's development, it has decreased, namely from 2015 the percentage of development of 151% decreased in 2016 to 28% and in 2017 the percentage of development was only 26%.

The data above makes Gojek increasingly aware that the motorcycle taxi market share is very large and this is a business opportunity that can provide benefits for many parties. Therefore, Gojek continues to strive to provide good service. For example, by requiring all Gojek partners to take safe driving training at the Polda Metro Jaya, Gojek requires all partners to follow good service standards (SOPs), Gojek provides cash and non-cash payment facilities, and Gojek provides various transportation services ranging from between pick up customers, pick up food, pick up goods and so on.

Gojek is fully aware that the transportation industry is very competitive, among Gojek's competitors are Grab Bike, Uber, Taxi *Online* and Other Public Transportation. The results of a survey in *Google Questionary* conducted by Bernadeta Herlinda (2016) show Gojek has a 33.6% market share, Grab Bike has a 27.2% market share, Uber has a 24.1% market share and Taxi *Online* has a 15.1% market share. This data explains that currently Go Jek is still the *Market Leader* in transportation *online*, this can be seen on every corner of the city streets, dominated by Go Jek partners. While the least market share is Taxi *Online*, which is only 15.1%. This data is a consideration for Gojek that currently its position is as a *Market Leader* which at any time can be overtaken by other competitors and Gojek is not the main choice for transportation users *online*. According to a survey, it *marketing.com* shows that there is a significant shift in Grab Bike and Gojek users to Uber, this is because Uber imposes a very cheap rate of Rp. 1000/KM.

In line with the explanation above, Gojek, especially in the South Tangerang City area, continues to strive to be able to provide maximum service to passengers,

especially passengers from Sudimara, considering that there are so many customers or users of rail transportation. In other words, the large number of train users at the Sudimara station shows that community mobilization is very large, so one of the transportation services used to commute to the station is an motorcycle taxi *online*. Therefore, providing excellent service is a priority, for example by picking up fast, friendly to consumers and driving safely and comfortably. Thus, it is hoped that passengers will always be loyal to using motorcycle taxi services *online* Gojek's.

## **THEORETICAL BASIS**

According to Herawati (2019), service is an effort given by the company in order to meet consumer needs to achieve satisfaction. Meanwhile, what is meant by service quality according to Karma (2020) is an action taken to meet the needs of other people (consumers, customers, clients, guests, etc.) whose level of satisfaction can only be felt by those who serve and those who are served.

In accordance with the understanding of the framework, the research takes an example of the same analysis as the variables studied by researchers, such as Surti & Anggraeni's research (2020) which suggests that service quality has a significant effect on satisfaction. Significant meaning is, that consumers will feel satisfied if one of them is given good service. Therefore, for business actors, especially in the service sector, they do not only pay attention to product quality, another aspect that must also be considered is service quality.

Furthermore, the research of Nguyen, Pham, Tran, & PHAM (2020) and Daskalaki, Voutsas, Boutsouki, & Hatzithomas (2020) stated that satisfaction is an abstract form that can only be achieved by something commensurate, for example hospitality, a good impression, and all things that can touch the emotions of customers. Therefore, presenting services is the right decision, of course as a form of psychological communication (Hong, et al., 2020; Mathodah, 2019).

The explanation of the two previous studies above suggests that satisfaction is born as a result of the fulfillment of consumer needs, desires and expectations. While service quality is one of the actions used to be able to meet the needs, desires and expectations of these consumers, thus consumers will be satisfied (Sewaka, 2018). In

other words, good service is the answer to what consumers want and expect, for example service friendliness, comfortable atmosphere and complete facilities and so on (Suhaya, 2020).

In practice, many consumers really appreciate service, even almost all consumers really want to be served, because service for consumers is a treat and an appreciation for what they expect. The better the service provided, the better the consumer's feeling towards the company and the better the award given by the company, the more satisfaction and positive perception will give birth to consumer loyalty (Le, Nguyen, & Truong, 2020)

## **METHOD**

The subjects in this study were Gojek consumers in South Tangerang, especially in the Sudimara Region. The population is an object or subject that is in an area and meets certain requirements related to research problems, while the population in this study is Gojek consumers.

The sampling technique used in this study is the technique *Accidental Sampling*. Sugiyono (2012) explains that this incidental sampling technique is a sampling based on chance, that is, anyone who coincidentally meets a researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable as a data source. The sample in this study is motorcycle taxi consumers *online* Gojek in the Sudimara area, South Tangerang.

Guidelines for determining the number of samples in this study refer to the minimum number of samples. In this study, the technique for determining the number of samples used the formula from Rao Purba in Ghozali (2016). Based on this formula, the number of samples obtained for this study was 96 people with a precision value set at 10%.

The data collection method used a primary approach through the distribution of questionnaires. The questionnaire parameters use a Likert scale, consisting of statements strongly agree to strongly disagree with a value of 1 - 5. After the data is collected, it is then analyzed using a simple linear regression method.

## RESULTS

**Table 2. Service Quality Questionnaire Analysis**

No	Statement	Average
1	Vehicles used are decent	4.14
2	Vehicles used are clean	4.15
3	Gojek drivers drive safely	4.20
4	Gojek drivers obey traffic signs	4.16
5	Gojek drivers are responsive	4.10
6	Gojek drivers responsive	3.93
7	Driver Gojek friendly	3.85
8	Driver Gojek groomed	4:05
9	Driver Gojek on time	4:16
10	Driver Gojek know the route the road	3.82
Quality of service		4:06

Source: research data, in 2020

The above table in mind the overall quality of service *dirver* motorcycles *online* Gojekin the South Tangerang area is perceived as good, this can be seen in the average value of respondents' answers of 4.06 in the category (3.40-4.19). The lowest perceived indicator by Gojek Tangsel consumers is empathy.

**Table 3. Analysis of Service User Satisfaction Questionnaire**

No	Statement	Average
1	Gojek drivers take consumers to their destinations safely	4.18
2	Gojek drivers take consumers to their destinations on time	4.16
3	Gojek drivers take consumers to their destinations according to estimates in the application	4.01
4	Gojek drivers behave well	3.96
5	I am satisfied with the Gojek driver service	4.05
6	I am happy to use Gojek online motorcycle taxi services	4.14

No	Statement	Average
7	I am willing to invite my family to use Gojek online motorcycle taxis	4.08
8	I am willing to suggest to my friends to use Gojek online motorcycle taxis	4.07
9	I am willing to refer Gojek online motorcycle taxis to friends	4.16
10	I am happy to give 4/5 stars to Gojek online motorcycle taxi drivers	4.06
User Satisfaction		4.09

Source: Research data, 2020

Based on the table above, it is known that overall Gojek consumer satisfaction in the Tangsel area is perceived as good, this can be seen the average value of respondents' answers is 4.09 in in the category (3.40-4.19). The lowest perceived indicator by Gojek consumers is the interest in revisiting.

Validity test is used as one way to see whether the questionnaire that has been prepared can really explain the variables being studied. The validity test in this study uses an R table value of 0.201 as a comparison (Sugiyono, 2012). So if a questionnaire has an Rvalue *Product Moment* greater than R table, it can be concluded that the questionnaire is valid. Based on the analysis using *SPSS 22 software*, it is known that all statements (questionnaires) of service quality and customer satisfaction variables have anvalue *R Products Moment* greater than R Table, it can be concluded that the questionnaire on service quality and customer satisfaction variables proposed in this study is valid.

**Table 4. Correlation Analysis**

	Service Quality	Consumer satisfaction
Service Quality	1	.586**
		.000
Consumer satisfaction	.586**	1
	.000	

Source: Research data, 2020

Based on the table above, it can be stated that the correlation value of the service quality variable with customer satisfaction of 0.586 is in the "strong enough" category.

In other words, there is a fairly strong relationship between service quality variables and customer satisfaction.

**Table 5. Statistical Analysis Regression**

Model	Coefficients	T count	Significance
1 (Constant)	31 808	7,080	.000
Service Quality	.224	2,034	.045

Source: Research data, 2020

Based on the table it can be stated as follows:

The regression equation  $Y = 31\,808 + 0.224X$

T count = 2,034

Significant Value = 0.045

Based on the information above, the following explanation can be put forward:

1. The constant value of 31,808 means that, even though there is no influence from the service quality variable, Gojek consumers still have customer satisfaction of 31,808.
2. The service quality variable has a significant positive effect on customer satisfaction, in this case it can be shown by the regression coefficient value of 0.224, the  $t\text{-value}_{\text{count}}$  of 2.034 which is greater than 1.985 and the significance value of 0.045 is less than 0.05.
3. The service quality variable has a  $t\text{-value}_{\text{count}}$  greater than  $t\text{-table}$  ( $2.034 > 1.985$ ). This means that service quality has a positive effect on customer satisfaction. By interpretation, if the quality of service increases by 1 unit, then customer satisfaction will increase by 0.224.
4. The service quality variable has a significant value less than 0.05 ( $0.045 < 0.05$ ). This means that service quality has a significant effect on customer satisfaction. By interpretation, the service quality variable is able to influence customer satisfaction well with a regression coefficient of 0.224.

Based on the above analysis we can conclude  $H_a$  received and  $H_0$  is rejected. So "the hypothesis reads that there is a significant influence on the service quality of online motorcycle taxi drivers on consumer satisfaction in the South Tangerang Gojek Area"



## CONCLUSION

Based on the results of the analysis and discussion, the following conclusions can be: 1) The results of the questionnaire description indicate that the service quality of *drawn* motorcycle taxi drivers *online* Gojek in the South Tangerang area is perceived as good. 2) The results of the questionnaire description show that Gojek's consumer satisfaction in the South Tangerang area is perceived as good. 3) The results of the significance analysis show that service quality has a positive and significant effect on customer satisfaction with the results of  $t_{count} > t_{table}$  of  $(2,034 > 1,985)$ , meaning  $H_0$  is rejected and  $H_a$  is accepted.

The results of this study suggest several findings that need to be improved, including:

1. The results of the descriptive analysis of the questionnaire show that the service quality on the empathy indicator has the smallest answer value. So it is hoped that online motorcycle taxi drivers, driving Gojek especially in the South Tangerang area, can maintain good relations with consumers, namely safely, comfortably, friendly, politely and getting to the right destination.
2. The results of the descriptive analysis of the questionnaire show that consumer satisfaction on the indicator of interest in revisiting has the smallest answer value. So it is hoped that online motorcycle taxi drivers, Gojek especially in the South Tangerang area, can be friendly and polite to consumers, for example by greeting, greeting and thanking and sorry.

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