

Evaluation of The Quality of Gojek Online Transportation Driver Services Based on Customer Satisfaction Level in The City of Surabaya

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Article Info :	ABSTRACT
<p>Article History :</p> <p>Received : 04 Juni 2023</p> <p>Revised : 27 December 2023</p> <p>Accepted : 03 April 2024</p> <p>Available Online : 03 April 2024</p> <p>Keyword : Evaluation, Service Quality, Online Transportation, GoJek, Surabaya</p>	<p><i>In the city of Surabaya, the use of online transportation applications is increasing and has become one of the popular transportation options. With the increase in public interest in the use of online transportation, various companies are competing with each other to further innovate in the process of developing online transportation applications. PT. Go-Jek Indonesia is one of the online motorcycle taxi companies that claims to be able to provide practical and fast services in the midst of congestion problems faced by people in several cities. This study aims to evaluate the quality of Gojek online transportation driver services based on the level of customer satisfaction in the city of Surabaya. The method used in this study uses a qualitative method. The data collection techniques carried out in this study used interview techniques and document studies. From the results of interviews and document studies in this study, it can be concluded that the service provided by Gojek drivers to passengers is of good quality so that it provides satisfaction to customers as expected. Although some of them said they were satisfied with the service that had been provided by the driver, there were still some improvements that needed to be made and improved for the performance of the Gojek company in order to improve or improve the company's brand image.</i></p>

1. INTRODUCTION

In recent years, the development of information technology has developed more rapidly. These developments have led to a lot of new technological innovations that have emerged. Changes in the efficiency and effectiveness of various activities in daily life are the impact of the demands that arise due to the development of information technology. This can be seen from various events in the business processes of companies, transportation, trade, educational institutions, etc., which require and utilize information technology in their various activities.

In several metropolitan cities in Indonesia, transportation is one of the things that is influential in the development of the economy. This is because efficient and effective transportation will make it easier for users to carry out their various activities, and is one of the supporting factors for the development of a city in various fields such as social, legal, political, and economic fields.

The increasing demands on people's mobility, of course, require transportation facilities that can provide movement and movement from one place to another quickly even though the distance is far [fis]. In the development of the digital era, online transportation applications have become one of the most popular transportation alternatives in Indonesia. In recent years, there have been many new technological breakthroughs, namely mobile-based transportation innovations, online applications supported by communication technology through smartphones. This online application-based transportation is a merger in terms of motorcycle taxi transportation services and information technology.

In the city of Surabaya, the use of online transportation applications is also increasing and has become one of the popular transportation options. With the increase in public interest in the use of online transportation, various companies are competing with each other to further innovate in the process of developing online transportation applications. PT. Go-Jek Indonesia is one of the online motorcycle taxi companies that claims to be able to provide practical and fast services in the midst of congestion problems faced by people in several cities. However, Go-Jek is not the only online motorcycle taxi service company in Indonesia. There are still several startup companies that also provide similar offers such as Grab, Smartjek, Uber, Ojesy (lady jek), Jegger Taxi and Blu Jek (Dwi Prasetyo, Sulis Mariyanti, 2017).

This Gojek online transportation service has many types of services such as passenger delivery services (GoRide), goods delivery services (GoSend), food ordering services (GoFood), goods purchase services (GoMart), house cleaning services (GoClean), beauty services (GoGlam), pick-up car ordering services to carry a lot of goods (GoBox), and massage services (GoMassage) (A. A. Salsabila and A. Kristina, 2020). The various types of services offered by the Gojek application cannot be operated without the role of the driver or driver. Gojek drivers themselves come from various circles with different backgrounds, ranging from students to workers who make the profession of Gojek driver a side job.

These various differences in backgrounds will affect how Gojek drivers perform in providing services that will have an impact on customer satisfaction. Where customer satisfaction greatly affects the brand image which will have an impact on the company's business sustainability. Every effort to improve the quality of service carried out by Go-Jek can have an influence on the company's image. It is hoped that by improving the quality of the service carried out, it can increase customer loyalty. Customers who assess the quality of the service provided as satisfactory tend to feel happy, comfortable using the service, feel that their expectations are fulfilled and feel that they are not being lied to so that they will return to order, use service features, recommend services and continue to use Go-Jek (Dwi Prasetyo, Sulis Mariyanti, 2017).

On the other hand, if the quality of the service provided is not good, such as inadequate vehicle conditions, drivers are not fast and clean, there are frequent delays, there are customer complaints that are not responded to properly, driver competence in providing services and so on will cause a negative perception in customers. Customers who get poor service quality may feel dissatisfied with the service that has been provided and tend not to return to order the same service so they switch to Gojek competitors. The illustration above explains that the importance of evaluating customer satisfaction on the quality of service at Gojek for the sake of improving the quality of the company's management performance.

There have been many previous studies that have discussed the evaluation of the use of online transportation applications in the city of Surabaya. The research contains and discusses various aspects ranging from safety, comfort, speed, price, quality and brand image to customer satisfaction. Therefore, this study will focus more on the quality of the ability of drivers as human resources of online transportation to the services provided to customer satisfaction. The discussion was related to aspects that included the knowledge and weaknesses of service providers, their ability to inspire trust and comfort for service users (A. Kresna murti Rivai P, Suneni, and I. Febrilia, 2019). Because quantitative research cannot reach or answer in detail the event, qualitative research is needed to answer the process.

Therefore, this qualitative research aims to evaluate the quality of Gojek online transportation driver services based on the level of customer satisfaction in the city of Surabaya. This research will involve in-depth interviews with users of online transportation applications in the city of Surabaya to explore their perspectives on the experience of using the application.

2. RESEARCH METHODS

The method used in this study uses a qualitative method. This research method focuses more on an in-depth understanding of a problem than conducting experimental research. This method examines a problem by discussing each case by case because each case has a different solution.

The data collection techniques carried out in this study used interview techniques and document studies. Qualitative research methods with interviews and document studies are research methods that use a qualitative approach to collect data by conducting interviews and document studies.

Document studies are used to determine the relationship and renewal of research conducted with previous research. The interviews will be conducted by involving Surabaya respondents who use Gojek from various walks of life with various educational backgrounds and experiences, such as students, housewives, workers and retirees. The following are the stages of qualitative research methods with interviews and document studies:

1. Research planning: This stage includes research planning, selection of research subjects, and development of research questions that are in accordance with the research objectives. The researcher must consider the interview method and document study that will be used in this study, as well as determine the data analysis technique that is in accordance with the research objectives.
2. Data collection: This stage involves data collection through interviews with pre-selected respondents and the study of documents related to the research topic. The interview was conducted by asking respondents directly about their experience using online transportation applications in the city of Surabaya. Document studies are carried out by collecting and analyzing related documents, such as news articles, research reports, and statistical data relevant to the research topic.
3. Data Transcription and Analysis: This stage includes transcription of interviews and analysis of documents that have been collected. The data obtained from interviews and document studies were then analyzed qualitatively by identifying the themes that emerged from the data.
4. Data interpretation: This stage includes the interpretation of the results of data analysis to find answers to research questions and validate research findings. The results of the data analysis are then used to develop the findings and make conclusions.
5. Research report writing: This stage involves writing a research report that contains a summary of the research results, methods used, and findings obtained. The research report must then be reviewed and evaluated to ensure the quality and accuracy of the research results.
6. Qualitative research methods with interviews and document studies can provide a deeper understanding of internet users' experiences of using online transportation applications in the city of Surabaya. The combination of interviews and document studies can help researchers in obtaining complete and comprehensive data, so that research findings can be more valid and reliable.

3. RESULTS AND DISCUSSION.

3.1 Gojek Driver Service Quality Based on Customer Safety and Comfort Criteria.

According to Tjiptono in (Ghozali, 2014), it is an emotional response to experiences related to certain products or services purchased, retail outlets, or even behavior patterns (such as shopping behavior and buyer behavior), as well as the market as a whole. According to Kotler and Keller (2016), consumer satisfaction is a person's feeling of happiness or disappointment that arises from comparing the perceived performance of a product (or outcome) to their expectations or expectations. From the opinion of Ghozali (2014), and Kotler and Keller (2016), it is concluded that satisfaction is a consumer response/assessment that arises with the perceived results related to the product or service purchased in accordance with expectations or expectations (A. KresnamurtiRivaiP, Suneni, and I. Febrilia, 2019). Consumer satisfaction is greatly influenced by the quality of a service provided to consumers. The quality of service itself has various criteria that can be classified based on its form and influence.

The quality of Gojek driver services based on customer safety and comfort criteria is an important aspect in the evaluation of online transportation services. Safety and comfort are key factors that must be considered in providing quality transportation services. As the largest online transportation service provider in Indonesia, Gojek has a responsibility to ensure that its drivers can provide safe and comfortable services for customers.

Security in online transportation services such as Gojek is very important because it relates to customer safety during the trip. Meanwhile, comfort is also an important factor in the quality of Gojek driver services. Customers will feel comfortable during the trip if the vehicle used is clean, comfortable, and free from bad odors. In addition, a driver who is friendly, courteous, and responsive to customer needs can also provide comfort during the trip.

"In my experience, when I rode Gojek several times, the average driver is polite and always dressed neatly, then for safety they also wear helmets and obey the health protocols", Rifdah Annabillah (Student, 21 years old).

"From my experience when riding Gojek, Alhamdulillah, the driver is always friendly, sometimes there are also some who talk to him, trsu about safety is also always careful and wears the driver's helmet", Siti Nurhaliza (Karyawati, 32 years old).

"Every trip using Gojek there are indeed some drivers who like to talk to each other, but there are also those who are indeed quiet people, the average driver I meet is a friendly person who always says thank you when you reach your destination", Nur Aini (Housewife, 34 years old)

"When I ride a gojek, Alhamdulillah, I always feel comfortable and safe because the driver is also good, there are also those who talk to me on the road" Sujono (retired, 57 years old).

From several informants who have provided information on the interview process that has been carried out, it can be seen that they gave a positive response by saying that the Gojek driver service they got had paid attention to the safety and comfort of customers during the travel process.

3.2 The Effect of Driver Service Competency Quality on Customer Satisfaction.

The quality of driver service competence to customer satisfaction in online motorcycle taxi services such as Gojek is an interesting topic to discuss. In this study, the competence of driver services was measured based on their ability to drive, application use, communication with customers, and safety in driving. According to (Pratama and Wardhani, 2015) said that

the improvement of the quality of services carried out by PT. Go-Jek Indonesia can be seen physically with the implementation of regulations regarding vehicle feasibility for at least the last 5 years, paying attention to the cleanliness and neatness of the driver and the improvement of the application (Dwi Prasetyo, Sulis Mariyanti, 2017.)

The quality of driver service competence significantly affects customer satisfaction. The higher the quality of driver service competence, the higher the level of customer satisfaction. This shows that the success of online motorcycle taxi services does not only depend on the application technology used, but also greatly depends on the quality of service provided by the driver.

In this study, the quality of driver services can be measured based on their ability to provide good service and meet customer needs. Some of the factors that affect the quality of driver service include good communication with customers, the ability to overcome problems or obstacles that arise, the willingness to provide more service than expected, and safety in driving.

"The ability of drivers, in my opinion, is diverse because maybe different people have different experiences and different knowledge, some drivers in my opinion are quite competent in providing services such as speed in delivering orders, understanding in providing types of services and types of payments, but I also met a driver at that time who turned out to be not familiar with the road route to the destination so finally at that time I turned around and didn't leave because of constraints it rains too" Rifdah Annabilah (Student, 21 years old).

"From my experience, most of them already understand the route, payment type, and type of service, but only once did I take a gojek because maybe he said that the driver was a newcomer at that time so he didn't memorize the road and took the wrong route that should be one awarh, so I went against the flow at that time" Siti nurhaliza (Karyawati, 32 years old).

"For the ability of the driver, I think it's good because so far I have also been riding or using the services of Gojek and have never had any problems," Nur Aini (Housewife, 34 years old).

"If we talk about expertise, I think they are qualified, yes, because I once wanted to pay with gopay but was confused about how the transaction process was, but the driver was slow and very friendly and willing to help me" Sujono (Retired 57 years old).

From the information of the informant above, it can be said that many drivers have quality and competence in providing services to customers, but there are also some drivers who lack sufficient ability to provide services. This is of course because drivers have different experiences and abilities between individuals. The illustration above will affect the customer's assessment of Gojek's brand image.

3.3 The effect of the availability of good vehicle quality on customer satisfaction during the service process.

The availability of good vehicle quality significantly affects customer satisfaction. The better the quality of the vehicle provided, the higher the customer satisfaction rate. This shows that good vehicle quality is a key factor in achieving optimal customer satisfaction.

The quality of service can be measured based on the ability to meet customer needs and expectations, including the availability of a good vehicle and according to customer needs. Some of the factors that affect the availability of vehicle quality include vehicle condition, vehicle cleanliness, comfort during the trip, and suitability of the type of vehicle with customer needs. With the availability of good quality vehicles, it can minimize the risk of accidents by drivers and passengers due to technical problems in the vehicle. The responsibility of the service provider company also thinks about the safety of passengers, while sanctions will also be given to the driver if an accident occurs and harms

customers/passengers (Fillaili, 2019). Likewise, the guarantee of protection has been provided by the government through policy responses, so that companies provide agreed rules of the game that apply to companies and workers (Mutiarin et al, 2019), (A. A. Salsabila and A. Kristina, 2020).

"If my experience of riding Gojek starting from motorbikes to cars, judging from the quality of the vehicle, it is quite good and adequate, so the trip also feels comfortable," Rifdah Annabilah (Student, 21 years old).

"The average vehicle used by Gojek drivers is also of good quality, because during my trip there are always no problems such as brake failures and so on" Siti Nurhaliza (Female Employe, 32 years old).

"In my opinion, the vehicle is safe because while riding a gojek there have never been any problems or problems from the driver's vehicle" Nur Aini (Housewife, 34 years old).

"If the vehicle in my opinion is standard, all the problems may be that the driver also thinks about his own safety while working, as far as I know from Gojek itself, there are already rules for the standard vehicles used" Sujono (retired, 57 years old).

From the information obtained from informants, the quality of the availability of vehicles used by Gojek drivers is of good quality. The feasibility of the vehicle used by the driver in providing services to customers is very important because it is not only about customer comfort and satisfaction but also about customer safety during the travel process.

4. CONCLUSION

Based on the research conducted by interview techniques and document studies and how from the results and discussions that have been presented above, it is very important to evaluate the quality of Gojek online transportation driver services based on the level of customer satisfaction in the city of Surabaya. This evaluation makes it possible to assess the extent to which Gojek drivers meet customer expectations and provide a positive experience in the use of online transportation services. Evaluation of the quality of Gojek driver services helps to understand the extent to which customers are satisfied with the experience of using the service. By knowing the level of customer satisfaction, Gojek can identify areas where improvements are needed and take appropriate actions to improve the quality of service.

The evaluation of the quality of Gojek driver services also provides objective performance measurements. This helps in evaluating the performance of each driver, identifying areas of strength and weakness, and providing constructive feedback to improve overall performance. Good service quality is an important factor in retaining customers. If customers are satisfied with their experience using Gojek services in Surabaya, they are more likely to use the service repeatedly and recommend it to others.

From the results of interviews that have been conducted with several people domiciled in Surabaya, they gave various responses to the quality of driver services. The evaluation of driver services carried out focuses on researching several driver service criteria such as comfort and safety, driver competence and the availability of vehicle quality owned by the driver. It can be

concluded that the service provided by Gojek drivers to passengers is of good quality so that it provides customer satisfaction as expected. Although some of them said they were satisfied with the service that had been provided by the driver, there were still some improvements that needed to be made and improved for the performance of the Gojek company in order to improve or improve the company's brand image. By analyzing evaluation data regularly, Gojek can identify trends, recurring problems, and opportunities for improvement. This allows Gojek to develop an appropriate improvement strategy to improve service quality and meet customer expectations in the city of Surabaya.

5. DECLARATION OF COMPETING INTEREST

We declare that we have no conflict of interest.

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