

Analysis of Service Quality of Go-Jek Indonesia in Jabodetabek, Bandung, Surabaya, Bali, and Makassar 2015

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Abstract: This research objective is to determine the quality services transportation of Go-Jek by measuring performance, importance, level of conformity, and mapping on the diagram Importance Performance Analysis (IPA). The variables used is the quality of public transportation services of International Standard UNE-EN 13816 which consists of sub-variable availability, access, information, time, customer service, comfort, safety, and environment. The research method is quantitative descriptive with non probability sampling technique (purposive sampling). The number of samples are 400 respondents. Respondents are people who have use transportation services of Go-Jek (Go-Ride) in Jabodetabek, Bandung, Surabaya, Bali, and Makassar. Respondents answered 27 questions of questionnaire distributed by online (Google form). These results indicate that performance and importance of quality services transportation of Go-Jek according to respondents is high. Suitability between performance and importance have been achieved according to the respondents. Based on the mapping diagram IPA, focus of improvements to be made by Go-Jek is in first quadrant (concentrate here) that is on attributes accuracy of arrivals/departures, protection against weather, vehicle cleanliness, and monitoring of area.

Keywords -Transportation, Service Quality, International Standard of UNE-EN 13816, Importance Performance Analysis (IPA), The Level of Conformity.

I. INTRODUCTION

Transportation is a major requirement of today's society. The need for transportation is increasingly growing due to the high mobility. Demand is increasing, especially for private vehicles [1]. The dominant use of private vehicles causes people leave public transport. Indonesia is one of the countries that exceed their personal vehicle use public transport. The number of vehicles that are still operating in all area of Indonesia in 2013 reached 104.211 million units, up to 11% from the previous year that only 94.299 million units. Most populations are still contributed by motorbike with number 86.253 million units. The second largest number is cars that contributed 10.54 million units, up to 11% from the previous year [2]. The use of private vehicles which exceed the use of public transport causing congestion. Ministry of Transportation Indonesia presented the top ten cities with busiest traffic in Indonesia, which is shown in Table 1 [3].

TABLE I: Ten busiest traffic cities in Indonesia 2014

No.	City	Speed (km/hour)	Volume per capacity
1	Bogor	15.32	0.86
2	DKI Jakarta	10.00-20.00	0.85
3	Bandung	14.3	0.85
4	Surabaya	21	0.83
5	Depok	21.4	0.83
6	Bekasi	21.86	0.83
7	Tangerang	22	0.82
8	Medan	23.4	0.76
9	Makassar	24.06	0.73
10	Semarang	27	0.72

The phenomenon of traffic congestion, makes some start-up companies find opportunities to issue the product in the form of public transportation services. The difference between public transportation services have recently emerged is based on technology, especially using application to order. The last five years there were several players businesses that provide public transportation services technology-based application, including

Go-Jek, Wheel Line, Antar.id, HandyMantis, Uber, and GrabTaxi (includeGrabBike) [4]. One of them is now widely used by public is Go-Jek. Go-Jek is an innovation of conventional motorcycles to modern motorcycles. PT Go-Jek Indonesia is nominated as the largest start-up company growth in Indonesia [5]. People who want to use Go-Jek can download the application via smartphone or other gadget in the Play Store for Android and App Store for iOS. Operational areas of Go-Jek include Jabodetabek (Greater Jakarta), Bandung, Surabaya, Bali, and Makassar.

Go-Jek as a company that offers transportation services must be responsive to the services provided to consumers. Quality and services play an important role in the marketing of all products, especially for many industries as a differentiator that is most effective for a number of products. Service companies are increasingly recognizing that the consumer is very important role in determining the future of their companies [6]. Therefore, service companies need to know that every customer has a view or a different perception of services. By understanding the expectations and desires of consumers in terms of services, it will get value added for the company [7]. Based on the explanation of the problem, so this research is about quality service of Go-Jek. This research are focused on Go-Ride service.

II. LITERATURE REVIEW

2.1 Marketing

Marketing is a social process that consists of activities that allow individuals and organizations to get what they need and want through interchange with other exchanges and to develop ongoing relationships [8]. Marketing management is the need for company to create a design strategy that will be used to build profitable relationships with target consumers [9].

2.2 Marketing services

Services represent either tangibles, yielding satisfaction directly (transport, housing) or intangibles, yielding satisfaction jointly when purchased either with commodities or other service (credit, delivery). Between goods and services is difficult to distinguish in its marketing offer in almost every pure physical tangible product, an intangible service component is associated. Therefore everybody is in service. So, actually in a tangible goods have been included service components that fused with it [10].

2.3 Transportation

Transportation is an activity to move or transport goods and people from place of origin to destination [11]. Transportation can be classified according to the types, such as in terms of goods transported (passenger transportation, goods transportation, and transit post), in terms of geographic (inter-city transportation and transportation between regions), and in terms of technical and tool transportation (road transportation and haulage rail).

2.4 Quality service

An understanding of quality is fitness for use or suitable for use and conformance to requirements or compliance with the requirements. Quality is reflect all dimensions of product that offering generate benefits for customers [12].

2.4.1 Public transportation of service quality according to International Standard UNE-EN 13 816

EN 13 816 is the European standard for detecting the quality of transportation services in the public transportation company. This standard has been established internationally as a quality criterion of public transportation [13]. There are eight sub-variables and 27 indicators to be used in this research that are shown in Table 2 below.

TABLE II: Service quality criteria of public transportation

No.	Quality Criteria	Partial Criteria (Indicator)	No.	Quality Criteria	Partial Criteria (Indicator)
1	Availability	Tickets procurement Links to other transport systems	7	Safety	Driving style Lighting Ride elements Monitoring of area Supervision of policeman/driver
2	Access	Geographic accessibility Time accessibility Frequency of services			
3	Information	Availability of services Customer care Travel fees	8	Environment	Used energy source Emission class Vehicle noise Odor and dust production
4	Time	Accuracy of arrivals/departures Travel time			
5	Customer Service	Addressing complaints/suggestions Answering questions Marketing Personnel Access			
6	Comfort	Protection against weather Vehicle cleanliness Style of starting off / braking Driving style			

III. METHODOLOGY

Data analysis method that used in this research is quantitative methods that are intended to explain the phenomenon using numerical data and then analyzed using statistics. The purpose of this research is descriptive, because the study wants to describe or depict Go-Jek service quality in Jabodetabek, Bandung, Surabaya, Bali and Makassar. Descriptive study conducted to ascertain and able to describe the characteristics of variables. Research setting is non contrived setting because the research is a field study to determine the quality of Go-Jek services in Jabodetabek, Bandung, Surabaya, Bali, and Makassar. Timing used in the study is cross sectional method because it is done in a period of time or once data collection which is from August to December.

3.1 Population and Sample

The population in this study is people who have been used Go-Ride service by Go-Jek Indonesia in Jabodetabek, Bandung, Surabaya, Bali, and Makassar whose number is not known. Thus, samples is taken using Bernoulli formula. Samples taken is 400 samples.

3.2 Data Analysis Technique

3.2.1 Importance-Performance Analysis (IPA)

Importance-Performance Analysis (IPA) was first introduced by Martilla and James in 1997. IPA is a tool that used to analyze or to compare the extent which is the performance or service that can be perceived by users of the service compared to satisfaction [14]. There is an IPA diagram that used to facilitate explanation of the data and gain practical proposals shown in Figure 1.

Quadrant I (Concentrate Here) High Importance Low Performance	Quadrant II (Keep Up The Good Work) High Importance High Performance
Quadrant III (Low Priority) Low Importance Low Performance	Quadrant IV (Possible Overkill) Low Importance High Performance

Fig. 1 IPA diagram

3.2.2 The Level of Conformity (Tki)

The level of conformity is the result of comparison between performance scores with importance scores, so that the level of conformity will determine the priorities that will be used in handling the start of the sequence which is in accordance to what is not appropriate. To measure the level of conformity used the following formula.

$$Tki = \frac{Xi}{Yi} \times 100\% \quad (1)$$

Description:

- Tki = The level of conformity
- Xi = Performance score
- Yi = Importance score

Percentage of conformity level shows on Table 3 below [15].

TABLE III: Percentage of conformity level (Tki)

No.	Tki Percentage	Description
1	0%-49%	Not applicable
2	50%-59%	Less fit
3	60%-79%	Enough
4	80%-100%	Match

3.2.3 Performance and Importance Category

The performance and importance of service quality variable in this study will be categorized in three levels. Performance will be categorized into high performance, medium performance, and low performance. Whereas, importance will be categorized into high importance, medium importance, and low importance. The formula to calculate categories follows [16].

$$\text{Category} = \frac{\text{highest score} - \text{lowest score}}{3} \quad (2)$$

Description:

- Highest score = the highest score among all indicators.
- Lowest score = the lowest score among all indicators.
- 3 = to divide performance and importance into three parts.

One (1) as the lower limit, assuming all survey respondents answered strongly disagree and five (5) as the upper limit assuming all respondents strongly agree. Calculation of the categories are as follows.

$$\text{Category} = \frac{5-1}{3} = 1.33$$

The results shows interval or distance of each category is 1.33. Category of performance and importance shown in Table 4.

TABLE IV: Performance and Importance Category

Score	Description	
	Performance	Importance
3.68-5.00	High performance	High importance
2.34-3.67	Medium performance	Medium importance
1.00-2.33	Low performance	Low importance

IV. RESULTS

Respondents in this study are 400 people. Based on characteristics of respondents by region of transportation using, Bandung area occupies the first position with the highest number of users which is equal to 255 respondents or 52%. Characteristics of respondents by sex show that female gender larger than male users which is equal to 288 respondents or 72%. Characteristics of respondents by age shows that respondents most common in the age range of 15 years to 21 years which is equal to 308 respondents or 77%. Based on income per month, the biggest respondents income is under 2.6 million per month by the number of 329 respondents or 82%. Based occupation, the biggest status as a student or students by the number 327 respondents or 82%. Characteristics based on last education show customers with education high school occupies the first position with the number 259 or 65%. The results of the study as measured by service quality of public transport based on International Standard UNE-EN 13 816 in detail shown in Table 5 below.

TABLE V: Score of performance, importance, and level of conformity (Tki)

Variable	Sub Variable	Average Score				Average of Tki
		Perf.	X	Imp.	Y	
Service Quality of Public Transportation (International Standard of UNE-EN 13816)	Availability	1,368	3.42	1,558	3.89	88%
	Access	1,602	4.01	1,724	4.31	93%
	Information	1,578	3.95	1,693	4.23	93%
	Time	1,542	3.85	1,721	4.30	90%
	Customer service	1,518	3.80	1,672	4.20	91%
	Comfort	1,515	3.80	1,730	4.32	88%
	Safety	1,542	3.85	1,703	4.26	91%
	Environment	1,362	3.41	1,579	3.95	86%
	Average	1,503	3.80	1,672	4.18	90%

Table 5 shows the average value of performance (X) is 3.80 which is in the range of 3.68 to 5.00. It shows that the performance of Go-Jek is in high category. Highest performance demonstrated by sub variables of access, which consists of the ease to access Go-Jek throughout the operational area (Jabodetabek, Bandung, Surabaya, Bali and Makassar), Go-Jek can be accessed within 24 hours, and Go-Ride service is available at all times when ordered by the customer. The average value of interest (Y) is 4.18 which is in the range of 3.68 to 5.00. This shows that importance is in high category with comfort is the most important sub variable, consists of Go-Jek provide protection against weather on the customer during the journey, the cleanliness of vehicles used by Go-Jek, Go-Jek’s driver is driving motorcyclewell, and Go-Jek’s driver obey traffic regulations. The average score of conformity level is 90%. It shows the performance of Go-Jek had accordance with the importance of customer. Results based on IPA diagram shown in Figure 2 as follows.

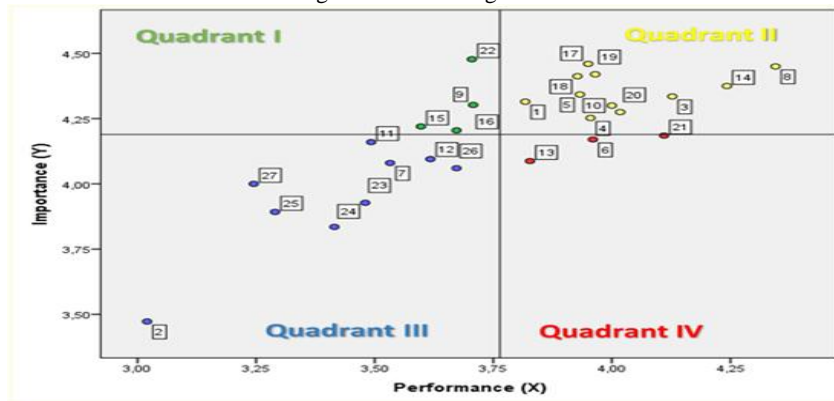


Fig. 2IPA diagram ofservice quality Go-Jek Indonesia 2015

Based on Figure 2, there are mapping indicator of quadrants I through IV. Quadrant I is filled by factors that are considered important by customers. However, in reality these factors still have poor performance. Quadrant I is composed of accuracy of arrivals/departures (Go-Jek came on time-to-order), protection against weather (Go-Jek provide protection against the weather on the customer during the journey), vehicle cleanliness (the cleanliness of vehicles can be maintained

well), and monitoring of the area (Go-Jek's driver monitoring the areas that will be passed). Quadrant II is filled by factors that are considered important by the customer and these factors have had a good performance, such as tickets procurement (Go-Jek's apps can be used at the time of booking), geographic accessibility (Go-Jek accessible throughout the operational area (Jabodetabek, Bandung, Surabaya, Bali, and Makassar), frequency of services (Go-Ride as Go-Jek's service) is available at all times when booked), travel fees (Go-Jek provide information about the cost of the trip for sure when customers reservation), travel time (Go-Jek streamline time in transit), personnel access (Go-Jek contact customers personally (giving information prior to pick up customers and after arriving at the place)), the style of starting off/braking (Go-Jek's driver can drive the motorcycle well), driving style (Go-Jek's driver obey traffic regulations), the driving style (Go-Jek's driver obey the signs of traffic on the road), and lighting (Go-Jek's driver turn the lights on motorcycles while driving). Quadrant II is filled by factors that are considered less important by customers and in fact performance is not too good, such as links to other transport systems (Go-Jek has connections with other transportation (i.e. bus, train, plane, public transportation, etc.), customer care (Go-Jek provides information about customer care), addressing complaints/suggestions (Go-Jek responds complaints from customers well), answering questions (Go-Jek can respond questions from customers well), supervision of policeman/driver (Go-Jek's driver controlled by local police during operation), used energy source (transportation means used by Go-Jek's fuel-efficient), emission class (transportation means used by Go-Jek's environmentally friendly), vehicle noise (transportation means used by Go-Jek does not cause noise), and odor and dust production (transportation means used by Go-Jek does not cause air pollution). Quadrant IV is filled by factors that are considered less important and its performance is too exaggerated, such as time accessibility (Go-Jek can be accessed for 24 hours), availability of services (Go-Jek provide clear information about the services offered), marketing (Go-Jek deliver information about promo to customers), ride elements (Go-Jek's driver brings equipment required to drive in traffic regulations (helmet, driver's license, and vehicle registration)).

V. CONCLUSION

The conclusion of this research is performance of Go-Jek transportation services according to the customer, as measured by services quality of public transportation International Standard UNE-EN 13 816 in high category. Similarly with performance, importance is also included in high category. Customers assume that high importance has been achieved with high performance of the company. The level of conformity between performance and importance has been reached.

Recommendation for PT Go-Jek Indonesia is Go-Jek should focus on things that are important to customers but the performance is still low (concentrate here). If Go-Jek can fix, it would be able to increase customer loyalty and satisfaction. These factors such as Go-Jek came right after the time booked. No customers were happy with slow service. Therefore timeliness arrive at the pick-up should be a top priority. Go-Jek can look for alternative ways (small alleys) to avoid congestion, so they can arrive at their destination on time. Protection against weather during the trip, especially during rainy season becomes a very risky if traveling use motorcycle. Therefore, Go-Jek should always provide a raincoat for driver and customers. Vehicle cleanliness, especially motor saddle should be always considered for the comfort of customer during the journey. Go-Jek's drivers should regularly clean up before operating the motorcycle. Go-Jek should monitor the areas that will be passed. There are some areas of motorcycle bases (in Indonesian called Ojek Pangkalan) who reject the presence of Go-Jek. Go-Jek should regularly monitor areas that will be passed and inform the driver to pass through safe areas and free of motorcycle bases (Ojek Pangkalan).

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