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Assessment of Go-Jek Transportation Services in Indonesia Through Gap Service Quality and Impact on Consumer Loyalty

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Abstract:- Along with the development of transportation era, it becomes a very important need in running the wheels of the people's economy, with the increase in online-based technology, competition in the field of online transportation can not be avoided. To be able to compete with other online transportation companies by improving the quality of services provided to consumers. The purpose of this study is to evaluate the quality of service of PT. Go-Jek Indonesia for consumers. Based on the results of this study using the Service Quality method (seen from Tangible, Reliability, Responsiveness, Assurance, Empathy) by distributing questionnaires using Google forms to 400 respondents throughout the service area of PT. Go-Jek Indonesia. The results of the service quality / gap calculation for each statement dimension are all of negative values, indicating that the services provided by PT. Go-Jek Indonesia cannot be said of quality or service quality does not meet the expectations of Go-Jek customers. This condition shows that there is still a need to improve the quality of services provided by PT. Go-Jek Indonesia in order to achieve the ideal service quality to remain competitive with other competitors.

Keywords:- Online Transparency, Service Quality, Service Quality.

I. INTRODUCTION

Transportation has a very important role in the economic life of the community. Transportation is the movement of people or goods from one place to another by using a vehicle that is driven by machines or people. Transportation is used to facilitate humans in their daily economic activities. Very rapid progress in the field of information technology has a major influence on various aspects of human life. The most obvious effect is seen in the fundamental changes in the way people conduct

transactions, especially in the business world. One result of the progress of information technology that has contributed greatly to these changes is the internet. The internet is a network that is connected with communication tools so that they can interact anytime, anywhere. The development of the internet can change companies in conducting transactions, from the old way that the process of sacrificing time and costs is large into a faster and easier process.

In 2010, a *startup* company by the nation's son was established as the first platform in Indonesia called PT. Go-Jek Indonesia, which is engaged in providing information on public transportation services (two-wheeled and four-wheeled transportation) was established by Nadiem Karim and Michaelangelo Moran. Go-Jek Company as an intermediary connects motorcycle taxi riders with customers. Company Go-Jek application launches *mobile Go-Jek-based location-based search* that can be accessed by mobile users based on Android or iOS (Apple) in January 2015. Through the application of Go-Jek, the driver can see the orders were coming from customers and pick-up location, while customers can monitor the position of the driver motorcycle taxis, which accept orders.

The rapid growth of the transportation industry, both the service industry and the manufacturing industry, raises competition and demands companies to further increase operational activities in order to improve quality to win the competition [1]. Given that it is so important a service in the field of services that will affect the quantity of service to customers so that the business can continue to run. Assessment of service quality is very important so that it can help businesses in efforts to improve the quality of better services in the future. Satisfaction is a feeling of pleasure or disappointment that results from a comparison of product performance against customer expectations [2].

No	Item	Service Standards	Actual Services
1	Pickup time	Five minutes to the <i>customer (go - ride service)</i>	More than five minutes
2	<i>Driver</i> appearance	Using an official Go-Jek jacket , neat, clean.	Sometimes it doesn't use the Go-Jek attribute , it's not neat and looks dirty
3	Vehicle condition	Worth the road in accordance with factory standards and traffic regulations	Sometimes vehicles do not meet factory standards
4	Traffic rules	Obey in traffic	Sometimes it breaks the red light and stops out of place
5	Completeness when getting an order	Bring a helmet, mask, head cover, raincoat.	Do not give or offer masks, headgear, and often reason not to bring a raincoat to refuse orders

Table 1:- Quality of service go-jek (GAP)
(Source: Personal data of interview results, 2019)

Based on table 1, we need facts that become the basis for the research to choose the *Service Quality (servqual) method* , namely to know *GAP* the level of service quality provided by the object to the customer and dimensions, which attributes will be a priority to maintain or improve the quality of service provided by the Go- Indonesian jek . In this study aims to evaluate the quality of service of PT . Go-Jek Indonesia for customers is seen from the five dimensions of *Service Quality* .

II. RESEARCH METHODOLOGY

A. Types of research

This type of research uses quantitative methods. Quantitative research is an empirical study in which data is in the form of numbers [3] . Quantitative Method is a research methodology based on the philosophy of positivism, used to examine specific populations or samples and to test hypotheses that have been determined by using ordinal data types. Frameworks s eperitu in Figure 1 below:

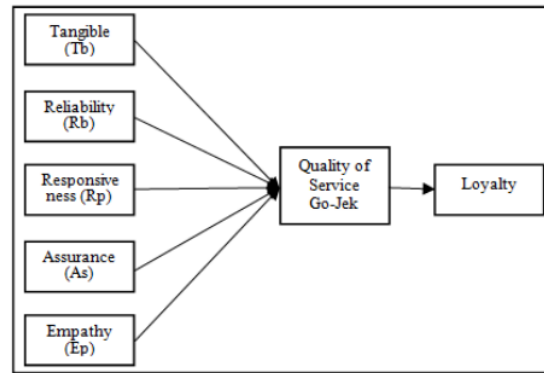


Fig 1:- Framework for Thinking

III. RESEARCH RESULT

A. Presentation of Results Data

Test Instruments (Validity and Reliability)

Test the Validity of Perception Research Instruments for *Servqual*

Variable	Item	Validity test			Decision
		<i>Correlation (r)</i>	<i>r table</i>	<i>Sign. (P)</i>	
Tangible	Tangible	0.728	0.098	0,000	Valid
	Tangible.2	0.812	0.098	0,000	Valid
	Tangible.3	0.892	0.098	0,000	Valid
Reliability	Reliability	0.722	0.098	0,000	Valid
	Reliability.2	0.866	0.098	0,000	Valid
	Reliability.3	0.787	0.098	0,000	Valid
Responsiveness	Responsiveness.1	0.89	0.098	0,000	Valid
	Responsiveness.2	0.873	0.098	0,000	Valid
Assurance	Assurance.1	0.842	0.098	0,000	Valid
	Assurance.2	0.871	0.098	0,000	Valid
	Assurance.3	0.887	0.098	0,000	Valid
Empathy	Empathy	0.673	0.098	0,000	Valid

	Empathy.2	0.766	0.098	0,000	Valid
	Empathy.3	0.739	0.098	0,000	Valid
	Empathy.4	0.837	0.098	0,000	Valid
	Empathy.5	0.787	0.098	0,000	Valid
Satisfaction	Satisfaction.1	0.823	0.098	0,000	Valid
	Satisfaction.2	0.833	0.098	0,000	Valid
	Satisfaction.3	0.856	0.098	0,000	Valid
Loyalty	Loyalty.1	0.699	0.098	0,000	Valid
	Loyalty.2	0.765	0.098	0,000	Valid
	Loyalty.3	0.854	0.098	0,000	Valid

Table 2

(Source: appendix to the results of an analysis of the instrument validity test)

Research Instrument Reliability Test

Variable	Alpha Cronbach	Information
Tangible	0.708	High level of reliability
Reliability	0.701	High level of reliability
Responsiveness	0.697	High level of reliability
Assurance	0.837	The level of reliability is very high
Empathy	0.811	The level of reliability is very high
Satisfaction	0.787	High level of reliability
Loyalty	0.633	High level of reliability

Table 3

(Source: appendix results of the instrument reliability test analysis)

Test Validity of Research Instruments Expectations for *Servqual*

Variable	Item	Validity test			Decision
		Correlation (r)	r table	Sign. (P)	
Tangible	Tangible	0.800	0.098	0,000	Valid
	Tangible.2	0.857	0.098	0,000	Valid
	Tangible.3	0.836	0.098	0,000	Valid
Reliability	Reliability	0.887	0.098	0,000	Valid
	Reliability.2	0.874	0.098	0,000	Valid
	Reliability.3	0.904	0.098	0,000	Valid
Responsiveness	Responsiveness	0.943	0.098	0,000	Valid
	Responsiveness.2	0.936	0.098	0,000	Valid
Assurance	Assurance.1	0.888	0.098	0,000	Valid
	Assurance.2	0.89	0.098	0,000	Valid
	Assurance.3	0.887	0.098	0,000	Valid
Empathy	Empathy	0.802	0.098	0,000	Valid
	Empathy.2	0.822	0.098	0,000	Valid
	Empathy.3	0.735	0.098	0,000	Valid
	Empathy.4	0.841	0.098	0,000	Valid
	Empathy.5	0.819	0.098	0,000	Valid

Table 4

(Source: attachment of the results of the analysis of the validity of the instrument)

Research Instrument Reliability Test

Variable	Alpha Cronbach	Information
<i>Tangible</i>	0.743	High level of reliability
<i>Reliability</i>	0.860	The level of reliability is very high
<i>Responsiveness</i>	0.866	The level of reliability is very high
<i>Assurance</i>	0.859	The level of reliability is very high
<i>Empathy</i>	0.860	The level of reliability is very high

Table 5

(Source: appendix results of the instrument reliability test analysis)

➤ *Service Quality Test Value Calculation*

Service quality value is obtained from the calculation of the perception questionnaire and the results of the expectation questionnaire and then the results of the value are processed by means of the perception value reduced by the expectation produced by the service quality value.

$$Q = P - E \quad (1)$$

Information :

Q = Customer satisfaction

P = customer perception

E = customer expectations [4] .

If:

Expectations > Perception : Not Qualified

Expectation = Perception : Quality

Expectations < Perception : Very high quality

The following is the result data from service quality value calculation :

Dimensions (n = 400)	Perception	Expectations	Service Quality (Gap)	Information
Tangibles (Real Evidence)				
GO-JEK uses good vehicles. Provides information about the products being sold	4.22	4.25	-0.02	Not qualified
GO-JEK complements vehicle attributes according to the Indonesian National Police standards.	4.29	4.30	-0.01	Not qualified
GO-JEK gives customers additional attributes for driving such as masks or raincoats.	3.54	3.91	-0.37	Not qualified
Total	12.06	12.46	-0.40	
Average	4.02	4.15	-0.13	Not qualified
Reliability (Reliability)				
GO-JEK Deliver customers or orders precisely according to the order	4.24	4.25	-0.01	Not qualified
The network system used by GO-JEK for ordering is very fast and accurate	4.01	4.13	-0.12	Not qualified
Services provided by the driver can be trusted.	4.18	4.22	-0.04	Not qualified
Total	12.45	12.61	-0.17	
Average	4.15	4.20	-0.06	Not qualified
Responsiveness (Responsiveness)				
GO-JEK provides solutions if problems occur when customers order	4.06	4.14	-0.08	Not qualified
GO-JEK picks up and delivers customers on time	4.04	4.16	-0.12	Not qualified
Total	8.11	8.31	-0.25	
Average	4.06	4.16	-0.08	Not qualified
Assurance (Assurance)				
GO-JEK drivers behave politely when serving customers	4.23	4.24	-0.01	Not qualified
GO-JEK can be trusted to provide services	4.14	4.18	-0.04	Not qualified
GO-JEK prioritizes customer safety.	4.13	4.27	-0.14	Not qualified
Total	12.51	12.70	-0.19	
Average	4.17	4.23	-0.06	Not qualified
Empathy (Empathy)				
GO-JEK is a transportation business that prioritizes customer safety	4.04	4.15	-0.12	Not qualified
Drivers say greetings opening (good morning /	3.82	4.03	-0.21	Not qualified

afternoon / evening) at the beginning of service				
Drivers care about customer desires	3.96	4.18	-0.23	Not qualified
PT. GO-JEK Indonesia is gathering for customers to establish good relations between customers and drivers	3.61	4.04	-0.43	Not qualified
GO-JEK gives individual attention to customers	3.64	3.90	-0.27	Not qualified
Total	19.08	20.33	-0.92	
Average	3.82	4.07	-0.31	Not qualified

Table 6:- Calculation of the *Servqual* value
(Source: Data Processing)

From table 2 the calculation of *servqual* values shows the *servqual* value of a negative value, obtained from the results of the perception value reduced by expectations. Negative *servqual* value, which means that service at Go-Jek Company has not met customer expectations (expectations) for the desired service quality.

Dimension	Average perception value	Average expectation value	The gap	Information
<i>Tangibles</i> (<i>living proof</i>)	4.02	4.15	-0,13	Not qualified
<i>Reliability</i> (Reliability)	4.15	4.20	-0.05	Not qualified
<i>Responsiveness</i> (Responsiveness)	4.06	4.15	-0.09	Not qualified
<i>Assurance</i> (Assurance)	4.17	4.23	-0.06	Not qualified
<i>Emphaty</i> (Empathy)	3.82	4.07	-0.25	Not qualified

Table 7:- Results of Go-Jek customer Gap analysis
(Source: Data Processing)

IV. CONCLUSION

Overall, the results of the calculation of *service quality / gap* for each statement dimension are all negative, indicating that the services provided by PT. Go-Jek Indonesia cannot be said of quality or service quality does not meet the expectations of Go-Jek customers. This condition shows that there is still a need to improve the quality of services provided by PT. Go-Jek Indonesia in order to achieve the ideal service quality to remain competitive with other competitors.

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