

STRATEGY IN EFFORTS TO IMPROVE THE QUALITY OF SERVICE CUSTOMER SATISFACTION USERS ONLINE OJEK (GO-JEK)

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Abstract---PT Applications Karya Anak Bangsa (Go-Jek Indonesia) which is a technology company with a social mission to improve the welfare and livelihoods of workers in various informal sectors in Indonesia. Founded in 2010 as an online telephone service for motorcycle riding. The purpose of this research is to examine the Go-Jek service quality strategy on customer satisfaction of Go-Jek users. This research uses a quantitative descriptive research method with a qualitative approach. Qualitative research is used because the research procedures that produce descriptive data in the form of research data information that uses a natural setting, with the intention of interpreting the description of phenomena that occur and carried out by involving a variety of existing methods. The results of this study indicate that: (1) there is Go-Jek customer satisfaction in the dimensions of responsiveness, assurance, empathy, tangible while the reliability dimension was not found to be a significant difference because Go-Jek has adequate facilities (2) Factors affecting Go-Jek customer satisfaction is a facility that is provided in providing services, application systems that are easy to use, affordable prices, location determination, services provided, a variety of fantastic promo voucher packages that benefit users of Go-Jek services, speed in responding to every need and desire. The quality strategy on the service attributes provided has become an icon of attraction and pay attention to reliability and improve service quality in terms of time.

Keywords---service quality, customer satisfaction, Go-Jek.

I. Introduction

The rapid progress in information technology gives considerable influence on various aspects of human life. The most apparent influence on fundamental changes to the way people conduct transactions, especially in the business world. One result of advances in information technology which contribute greatly to this change is the internet. The Internet is a network that is paired with a means of communication so that we can interact wherever and whenever. With the internet, the way companies conduct transactions change, of how long the process is taking time and cost into the process faster and easier. In the era of development of the Internet in the middle of the rapid population growth, the Internet is required to meet the needs of the community. The presence of online application based transport services that use the Internet very influential for the community in all activities quickly and efficiently. Is wrong a thriving business today is the

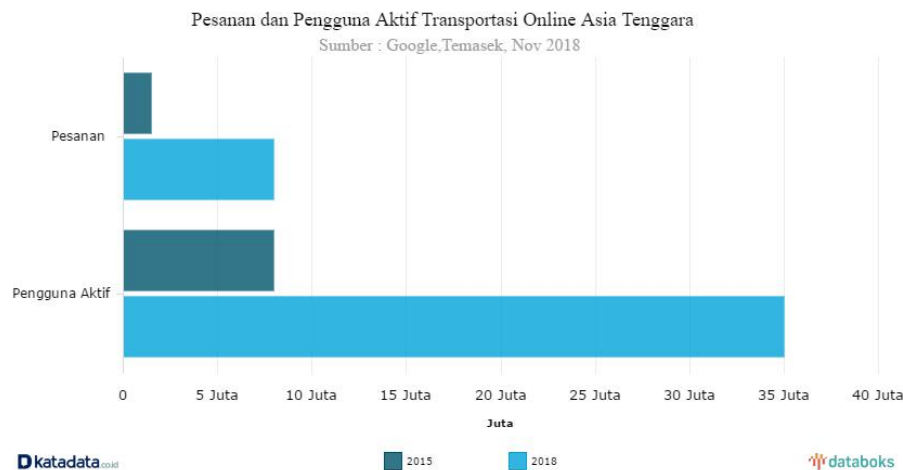
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transportation service business with a motorcycle or who used the so-called motorcycle. If the first motorcycle conventionally managed and a sole proprietorship, is now emerging new business motorcycle taxi is a commercial venture, which provides transportation services to the public and managed professionally (Kholis & Ferdian, 2019).

The phenomenon of technological development is currently the hottest issue and a matter of discussion among many is to develop the technology towards a modern transport business using sophisticated applications in the virtual world. Today's society greatly facilitated by the presence of means of transport, especially for ordering. Wherever and whenever too quickly and in real-time, easy to mobilize people everywhere to have this application. Businesses that take advantage of virtual applications to facilitate booking this means of transportation is a business Gojek and Grab Bike. (Anindhita, Arisanty, and Rahmawati, 2016)

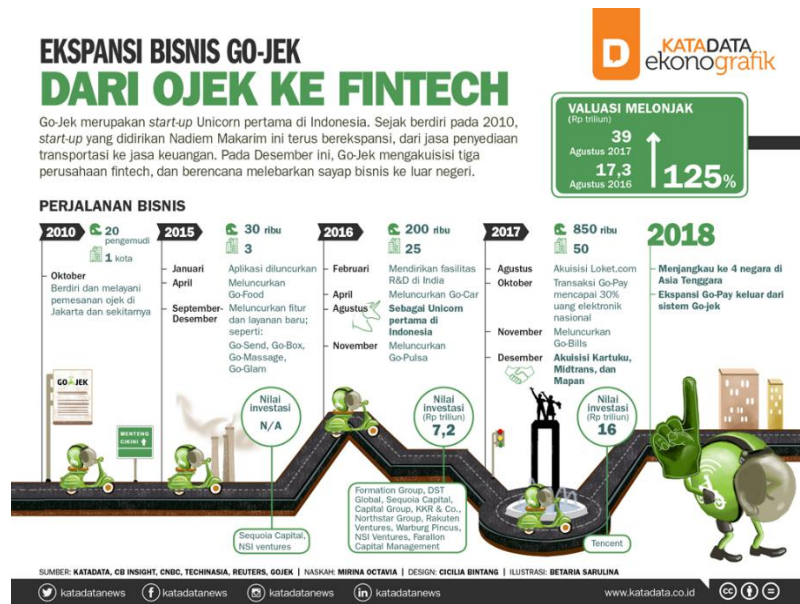


Picture 1. Orders and Active Users of Southeast Asia's Online Transportation

source: <https://databoks.katadata.co.id> (Saturday, September 28, 2019) 14:40

Order transportation online The Southeast Asian region is expected to reach 8 million times every day in 2018, an increase of 1.5 million times/day in 2015. Similarly, active users Internet-based transport has increased more than 4 times to 35 million users this year from just 8 million, these transportation services have been available in more than 500 cities in ASEAN as the intense competition between Go-Jek and Grab. Transactions (Gross Merchandise Value / GMV) online transport in Southeast Asia reached US\$ 7.2 billion, the value is comprised of US \$ 5.7 billion between foodservice and US\$ billion transportation services online. GMV online transport is expected to soar to \$ 28 billion in 2025.

GMV online transportation in Indonesia reached US\$ 3.7 billion in 2018 and will rise to US\$ 14 billion in 2025. The market value of transport in the country is the largest compared to the countries in Southeast Asia. Large population and the growth of Internet users to make Indonesia as market share internet economy.



Picture 2. Go-Jek Business Trip

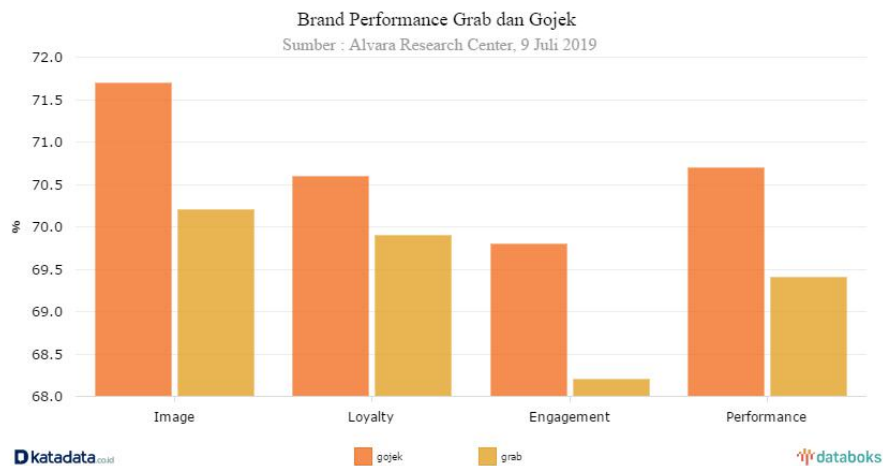
Source: Adapted from Octavia (2017), Katadata.co.id (in Pradana, 2019)

At the initial appearance, many who do not sympathize with Gojek, even the government had not glanced Gojek as an important player in the business of e-commerce in Indonesia, which at that time also was groped by the government. Go-Jek has even been seen as a failed project because it creates social segregation, between modes of transport pay "conventional motorcycle taxi driver" with "Online Motorcycle taxi". As a result, the government had to intervene to issue regulations regarding transportation online. However, in a relatively short time, Gojek managed to prove himself, the original vision to address the transportation problems at the same time they realize their unemployment problem successfully through the principles of ecosystem services to which they apply, including employee recruitment mechanism system (driver) that they develop also innovative. Everyone can be a driver, and can also be a passenger. For Gojek, Driver is "working partners" who have the right (salary) and equal employment obligations and guaranteed. (Pradana, 2019)

Transportation is a very important tool in supporting the activity or mobility of people every day, so be prepared with a good and safe because it is very influential in activities such as the economy, the delivery of goods or services, passenger transport and so on. Of the various types of transportation in Indonesia, such as land, sea, and water, road transport is the one that was given special attention by the government and the users of transport services, as well as cost up to now, is still excellent ground transportation for the majority of the Indonesian people. To meet people's needs for transportation, these companies offer a variety of alternative uses for land transportation facilities such as four-wheel vehicles, two-wheelers, even trains. (Farida, Tarmizi, & November 2016)

Starting from transportation services, Go-Jek application now has more than 20 services into solutions for everyday challenges. Thanks to that, too, Gojek become one of the largest technology platforms that serve millions of users in Southeast Asia by developing three Super-app: for customers, to partners of drivers, as well as merchant partners. Solve became a symbol that reminds us all that Gojek has various solutions for each situation. give you the power to pass through the red-tape daily. A reminder that behind every challenge, there must be a solution to pass through. Gojek started its journey in 2010 with our first service that is booking a motorcycle through call-center, in 2015, Gojek expanded rapidly

after launching an application with the three services, namely: GoRide, GoSend, and Gomart. Since then, the pace of Gojek faster and continue to move up to become a leading technology group serving millions of users in Southeast Asia. <https://www.gojek.com/about/> (Saturday, September 21, 2019) 11:55 pm.



Picture 3. Brand Performance Grab and Go-Jek

Source: <https://databoks.katadata.co.id/> (Saturday, September 28, 2019) 14:10

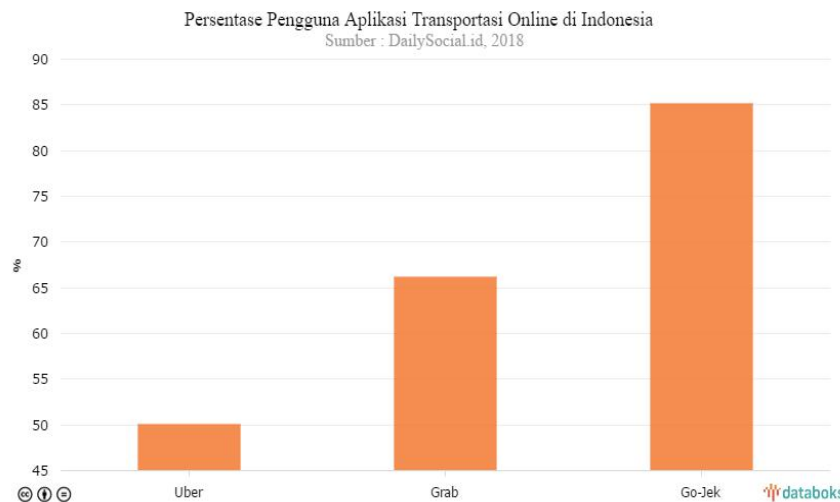
Alvara survey involving 1,204 respondents from Jakarta, Bodetabek, Bali, Padang, Yogyakarta and Manado online motorcycle show Gojek become favorites among millennials than its competitors, Grab. A total of 70.4% of respondents choose to use Gojek, while respondents who chose Grab only by 45.7%. Respondents assess Gojek performance is better than the Grab, as shown by Go-Jek's excellence in all indicators of Brand Performance. The first indicator is the image with Gojek ratings of 71.7% and 70.2% Grab. Loyalty became the second indicator by 70.6% to Gojek votes and 69.9% for Grab.

Gojek number of monthly active users in Indonesia is the largest compared with other on-demand applications. Similarly, data reported by the Japanese media. The same data also mentioned that the number of monthly active users Gojek in Indonesia equivalent to the number of monthly active users ride-sharing application world's largest in the United States. The data is reinforced by the results of a survey of Alvara Research Center in July as saying that three Gojek services, such as transport, food delivery, and digital payments becoming the primary choice millennial archipelago. Gojek Group VP Corporate Communications Kristy Nelwan said the large number of active users of this Gojek it as an ecosystem that is effective for the partners to collaborate to develop its business. "Our ecosystem designed to enable collaboration with business partners so that they can continue to deliver solutions and services for users of applications Gojek, also expand the social impact is a significant part mission.

Applications Gojek first launched in January 2015 to customers in Indonesia, and since then, it has evolved into a mobile platform on-demand Southeast Asia's largest, offers a variety of services ranging from transportation and payment for food delivery, logistics, and various services other on-demand. Gojek Group now operates in 207 cities in five countries in Southeast Asia. Per semester 1/2019, Gojek ecosystem applications and has been downloaded by more than 155 million users, with more than 2 million driver-partners, nearly 400,000 merchant partners, and more than 60,000 service providers in Southeast Asia. Gojek continues carrying out its mission to create a socio-economic impact of the positive on a large scale for users, partners, drivers, business partners, and SMEs, as well as service provider partners in the

ecosystem. founder & CEO Gojek, Nadiem Makarim, enter the Bloomberg list of top 50 for the figures that were considered successful to make an impact on a global scale. In June 2019 Nadiem Makarim also awarded the Nikkei Asia Prize for-24 in the category of Innovation Economics and Business in Tokyo, Japan. Nadiem is the youngest recipient of technology leaders in Asia in the history of the Nikkei Asia Prize since it was first held since 1996, as well as a child's first nation which won the prestigious award in this category. <https://ekonomi.bisnis.com> (Saturday, September 21, 2019) 13:49 pm.

Until March 2019, Go-Jek's application has been downloaded by more than 142 million times, with more than 2 million partner drivers. This means that most of the Indonesian people have become active users of the internet as well as a user Gojek. This was revealed Gojek in a press release on Tuesday (23/04/2019). The Central Statistics Agency (BPS) recorded the total population of Indonesia has reached 268 million. In 2018, the number of active Internet users based on data from eMarketer reached 123 million people, nearly half of the population in Indonesia. Gojek also has nearly 400,000 merchant partners, and more than 60,000 service providers in Southeast Asia, with an annual transaction volume as much as \$ 2 billion by the end of 2018. Last year, Gojek also recorded more than US\$ 9 billion in gross transaction value (GTV) in all state operations and making it the largest technology consumer group in Southeast Asia by GTV. Gojek now operates in 204 cities and counties in five Southeast Asian countries. Meanwhile, Go-Food has grown four times larger than its nearest competitors and controls 80%. This growth is based on internal data Go-Food, which also states the number of orders Go-Food grown seven-fold in the past two years. Chief Food Officer Gojek Group Catherine Hindra Sutjahyo said since it was introduced in 2015, Gojek has developed into the largest online food delivery service in Indonesia and Southeast Asia. Go-Food has recruited over 400 thousand merchants, who are 96% of whom are Micro Small Medium Enterprises (SMEs). source: Gojek now operates in 204 cities and counties in five Southeast Asian countries. Meanwhile, Go-Food grew four times larger than its nearest competitors and controls 80%. This growth is based on internal data Go-Food, which also states the number of orders Go-Food grown seven-fold in the past two years. Chief Food Officer Gojek Group Catherine Hindra Sutjahyo said since it was introduced in 2015, Gojek has developed into the largest online food delivery service in Indonesia and Southeast Asia. Go-Food has recruited over 400 thousand merchants, who are 96% of whom are Micro Small Medium Enterprises (SMEs). source: Gojek now operates in 204 cities and counties in five Southeast Asian countries. Meanwhile, Go-Food has grown four times larger than its nearest competitors and controls 80%. This growth is based on internal data Go-Food, which also states the number of orders Go-Food grown seven-fold in the past two years. Chief Food Officer Gojek Group Catherine Hindra Sutjahyo said since it was introduced in 2015, Gojek has developed into the largest online food delivery service in Indonesia and Southeast Asia. Go-Food has recruited over 400 thousand merchants, who are 96% of whom are Micro Small Medium Enterprises (SMEs). source: which also states the number of orders Go-Food grown seven-fold in the past two years. Chief Food Officer Gojek Group Catherine Hindra Sutjahyo said since it was introduced in 2015, Gojek has developed into the largest online food delivery service in Indonesia and Southeast Asia. Go-Food has recruited over 400 thousand merchants, who are 96% of whom are Micro Small Medium Enterprises (SMEs). source: which also states the number of orders Go-Food grown seven-fold in the past two years. Chief Food Officer Gojek Group Catherine Hindra Sutjahyo said since it was introduced in 2015, Gojek has developed into the largest online food delivery service in Indonesia and Southeast Asia. Go-Food has recruited over 400 thousand merchants, who are 96% of whom are Micro Small Medium Enterprises (SMEs). source: <https://www.cnbcindonesia.com> (Saturday, September 28, 2019) 11:14 pm.



Picture 4. The Percentage of Online Transportation Application Users in Indonesia

source: <https://databoks.katadata.co.id/> (Saturday, September 21, 2019) 14:35 pm.

GO-Jek a transportation application on line the most widely used by people in Indonesia. It is based on the results of the survey showed that as many DailySocial.Id that 85.22% of respondents have used the transportation service established by Nadiem Makarim. While respondents who use the Grab only 66.24% and uber approximately 50%. This survey counts the votes if the respondents never use internet-based transportation services.

Winning the hearts of customers by making them feel satisfied that's the most important thing to do in the competition. According to Johnson (1997, p.41) that customer loyalty is a predisposition toward purchasing and or using a particular product, manufacturer or service provider again, which means it can be said that consumer loyalty is a tendency to buy or use a product or service again , According to Oliver (1997, in Isaac, and Lutfi, 2011), in the long run satisfaction will result in the formation of customer loyalty. The Loyalty of the customers themselves arises because of the belief of the company. And according to Morgan and Hunt (1994; in Setiawan and Ukudi, 2007) revealed that the behavior of linkages between companies and consumers is determined by the confidence and commitment. The company's attention to greater customer satisfaction, many companies set the orientation on customer satisfaction. To know customer satisfaction is to see the level of their satisfaction when shopping or using a services company. Lack of information about customer satisfaction certainly adds to the input and can be used as the basis for the improvement of the company to be better in terms of service quality strategies. According to Santos (2003) defines e-service quality as a thorough assessment and evaluation of the quality of service delivery to the consumers in the virtual marketplace. To know customer satisfaction is to see the level of their satisfaction when shopping or using a services company. Lack of information about customer satisfaction certainly adds to the input and can be used as the basis for the improvement of the company to be better in terms of service quality strategies. According to Santos (2003) defines e-service quality as a thorough assessment and evaluation of the quality of service delivery to the consumers in the virtual marketplace. To know customer satisfaction is to see the level of their satisfaction when shopping or using a services company. Lack of information about customer satisfaction certainly adds to the input and can be used as the basis for the improvement of the company to be better in terms of service quality strategies. According to Santos (2003) defines e-service quality as a thorough assessment and evaluation of the quality of service delivery to the consumers in the virtual marketplace. (Felicia, 2016)

II. Literatur Review

Service Quality

Lupiyoadi (2006) defines the quality of service (Service Quality) as to how far the difference between expectations and reality of the customer for the services they received or acquired. Meanwhile, according to Subihaiani (2001) quality of service is a form of consumer ratings of perceived service levels (perceived service) with the level of service expected (expected value). Thus, the quality of customer service is the result of assessment on how far the difference between expectations and reality perceived from a service that they receive from the service provider (the company), whether the assessment is partially or wholly. If the customer perception of the service as expected, the quality of service is considered good, but if the customer perception of the service does not match the expectations of service quality is considered poor. Therefore, whether or not the quality of service depends on the ability of service providers to meet customer expectations consistently. (Rashid, 2017) Parasuraman, Zeithaml Valerie, and Leonardo Berry have identified five (5) dimensions of quality of service that has been used in various types of services. This method is called SERVQUAL. (Waruwu, 2017)

a. Tangibles

Tangibles are the actual conditions of facilities such as physical equipment, personnel performance, and the written materials used by the company and also represent who they are. According to Kambiz H. et al. (2012) tangibles are the facilities, instruments, staff, and the appearance of a communication device. The ability to demonstrate the features and facilities they would be real evidence for their services to customers.

b. Reliability

Reliability is the ability to perform the promised service on time, quickly, accurately, and consistently. The company will provide substantial services to every customer. Similarly, Kambiz H. et al. (2012) said reliability is the company's ability to meet the promised service reliably and accurately. In addition, the services provided must be appropriate customer expectations.

c. Responsiveness

Responsiveness is the ability to serve customers efficiently. This means the readiness to provide prompt service and remain ready to assist customers if they have problems or complaints. According to Kambiz H. et al. (2012) responsiveness is the company's ability to serve customers and provide mobile services. For example, sending a transaction slip quickly and responsive to customer complaints.

d. Assurance

Assurance means the company's ability to do the best for the customer, they have a piece of knowledge, skills, politeness, and understanding what the customer requirements. Kambiz H. et al. (2012) say Assurance is the knowledge and courtesy of company personnel and the ability to make consumers feel confident with them. Companies should make sure the product or service they are safe and they are still responsible if something goes wrong or an accident.

e. Empathy

Empathy is defined as the ability of the company to find out the specifics of customer needs, what they feel, and employees will remain ready to provide individual attention. Personnel of companies concerned with their customers and suppliers to help them if required by the customer. Similarly, Kambiz H. et al. (2012) say that Empathy is the ability of the company to provide the service personnel with their awareness and individual attention to the consumer. Of course, if the company can implement this dimension to their customers and increase customer impression.

Factors Affecting Consumers

Based on research conducted by Anggraini (2017) there are several factors which affect consumers in the use of motorcycle taxi services online is product (product), price (price), distribution channels (place), promotion (promotion), those (people), evidence (physical evidence) and process (process) or better known with 7P. (Sugiono, Suwitho, & Suhermin, 2019)

- a. Product (product), according to Kotler and Keller (2000) in the purchase of consumer products viewed on differentiation possessed by these products, product differentiation among other forms, features, customization, quality of performance, quality, suitability, durability, reliability, ease of repair, style, design.
- b. Price (price), according to Tjiptono (2004) in Anggraini (2017) states basically pricing objectives are oriented to profit, volume, and price image.
- c. Channels of distribution (place), Kotler and Armstrong (2008) in Anggraini (2017) states that the place is activity by the company to make the product available to target customers.
- d. Promotion (promotion), is a very important activity carried out by the company in marketing their products.
- e. People (people), people have an important role in the marketing services that lead to a greater interest in internal marketing.
- f. Physical evidence (physical evidence), is a matter that also a matter the consumer's decision to purchase and use the product and services offered.
- g. Process (process), that all the actual procedures, mechanisms and flow of activities by the name of which means the services delivered presentation systems or services (Anggraini, 2017).

Customer Satisfaction

In (Lavenia & Irawan, 2018), according to the book Sunyoto Kotler (2013: 35), customer satisfaction is the level of one's feelings after comparing (performance or results) are perceived compared to his expectations. Consumers can experience one of the three levels of general satisfaction that if performance is below expectations, consumers will be disappointed but if the performance customers expect and what will be satisfied if the performance can exceed the expectations of the customer will feel very satisfied happy or excited. According to the theory in the journal Suwardi Kotler (2011), said that the key to retaining customers is customer satisfaction. Consumer satisfaction indicators can be seen:

- 1) *Re-purchase*: Buyback, which the customer will return to the company to look for goods/services.
- 2) *Creating Word-of-Mouth*: In this case, the customer will say good things about the company to others.

- 3) Creating a Brand Image: Customers will pay less attention to the brand and advertising of competitors' products
- 4) Creating Purchase decisions in the same company: Buying another product from the same company.

Quality of service and customer satisfaction is the success factor of a company to achieve a competitive advantage (Savitri et al., 2013). Judging from the high quality of service can create customer satisfaction. Customer satisfaction is a size between customer expectations with products or services for customers using the company's products or services (Yong et al., In Andreas 2012). Winning the hearts of customers by making them feel satisfied that's the most important thing to do in the competition. According to Johnson (1997:41), that customer loyalty is a predisposition toward purchasing and or using a particular product, manufacturer or service provider again, which means it can be said that consumer loyalty is a tendency to buy or use a product or service again. According to Oliver (1997, in Isaac, and Lutfi, 2011), in the long run, satisfaction will result in the formation of customer loyalty. The Loyalty of the customers themselves arises because of the belief of the company. And according to Morgan and Hunt (1994; in Setiawan and Ukudi, 2007) revealed that the behavior of linkages between companies and consumers is determined by the confidence and commitment. (Felicia, 2016)

III. Research Methods

This research uses descriptive quantitative research with a qualitative approach. Qualitative research is used as a research procedure that produces descriptive data in the form of greeting studies using natural background, with the intention of interpreting phenomena and done by involving a variety of methods exist (Soewadji, 2016: 51-52). The resulting data is written in the form of descriptive data, to ensure and enable researchers to describe the characteristics of the phenomenon to the attention of the research. The purpose of descriptive research is to obtain a profile or a complete picture of the relevant aspects regarding an interesting phenomenon, which occurs in an industry (Sekaran, 2014: 105-106).

This study uses secondary data such as interviews, observation, documentation, softcopy and hardcopy form, literature, literature, scientific journals were obtained either from books, internet searches which then makes a triangulation of data in research on the phenomenon of online motorcycle (GO-JEK) present. This study describes the facts on the analysis of the quality of service in an effort to increase user satisfaction motorcycle online (GO-JEK).

IV. Results and Discussion

PT. Applications Karya Anak Bangsa (Go-Jek Indonesia) which is a business entity takeover is a social technology company with a mission to improve the welfare and livelihood of workers in a variety of informal sectors in Indonesia. Established in 2010 as a telephone service ride bikes, Go-Jek has evolved into mobile platforms and applications that demand leading-edge, providing a range of services that include transportation, logistics, mobile payments, delivery of food, and many other service requests. One feature Go-Jek which will be developed into Fintech service is Go-Pay. Go-Pay is a virtual wallet that can be used to make payments on all transactions in applications Go-Jek. (Shafira Sanina Narisaputri, 2019),

Gojek is a service provider based on-demand application company that ranks 17 out of 56 companies named "change the world" companies released by Fortune in September 2017. It became the only Southeast Asian companies into the list, the official website of Fortune has been declared that the list of companies "change the world" on a priority basis for

companies with annual revenues above \$ 1 billion and a positive social impact for society through its core business strategy. It also said that Mocking Services can surprise urban economy where businesses are SMEs helped by a surge in revenue through the driver more than 300,000 partners and partners division driver can enjoy the health benefits, insurance, safety training, to microfinance services. (Azzuhri, Syarafina, Yoga, & Amalia, 2018)

Ojek From base to G-Jek Online

The Origin of Ojek

In Indonesia, traffic congestion has become a major problem, and many people choose to ride a motorcycle. It has offered a business opportunity for some people to be a motorcycle taxi driver. Motorcycle taxi is a common public transport that uses bases (bases) as a gathering place (Figure 1). Such bases are usually set up on street corners residential areas in urban areas lower class far from downtown, but that has direct access to the main streets of the city. Traditionally, motorcycle taxi drivers waiting for passengers at the base. This driver interact with each other when they spent the day waiting for passengers. Surviving on a motorcycle is very time- consuming. According to the CEO of Go-Jek, Nadiem Makarim, more than 70 percent of work time motorcycle taxi drivers just waiting for customers, plus traffic congestion in Jakarta (Abas, 2015). For passengers, the efficiency of the motorcycle lies in their ability to slip through traffic jams. Ojek their remains an inexpensive mode of transportation. However, motorcycle taxis can only carry one passenger.

Identification of the motorcycle can be seen when customers come to the base. Motorcycle taxi drivers holding their helmets lined up in a row. Motorcycle taxi driver uses the serial number in the process of their services to avoid the theft of one another and using the bidding process for the consumer without the standard price per kilometer. Norms that determine the cost of a motorcycle have been established for decades. Increased travel costs occur if the government raised fuel prices, *but usually*, the calculations are not considered a burden for consumers. Identity as a motorcycle is not the main driver. For drivers who provide these services, what is important is the service in accordance with passenger demand, and attract business passengers to use a motorcycle taxi service regularly. (Natadjaja & Setyawan, 2016)

Transformation to Online Services

Mobile phones allow motorcycle taxi drivers called to pick up passengers. In addition, many companies have organized a motorcycle taxi driver in a company. The first one that becomes important is the Go-Jek, founded by Nadiem Makarim in 2011. The popularity of Go-Jek has surged since it launched the Android and iOS apps in January 2015 (Freis-Chlad, 2015. The Jakarta Post, 2016). Within about ten months, they claimed to have approximately 6.1 million app downloads Gojek. Go-jack Number of drivers currently about two hundred thousand, a hundred thousand around Jakarta (CNN Indonesia.com, 2015). (Natadjaja & Setyawan, 2016)



Picture 5. The Special Design of Different Drive Devices-
Go-Jek Drivers From Traditional Motorcycle Drivers

Source: <https://nasional.tempo.com>, 2015 (Accessed Friday, November 8, 2019)

Based on interviews, observation, and observation, the following are presented the results of the analysis of Strength, Weakness, Opportunity, and Threat (SWOT) of GO-JEK, (Pradopo & Adhiansyah, 2019):

1. *Strength* (Power)

- a. As the first company to develop the transport line, Go-JEK already has partners and loyal consumers drivers who more than any other company.
- b. The Choice offered to consumers through applications than any other company. GO-JEK offers more than 20 types of services as diverse as, Go-Ride, CarGo, Go Food, GoBluebird, GoSend, GoToll, Go Point, Go Shop, GoMart, Go Box, Go Med, etc.
- c. The number of culinary entrepreneurs who are interested in joining a partner GO-JEK makes Go Food services from GO-JEK become one of the attractions of consumers to use application GO-JEK.
- d. The many forms of service to partners GO-JEK driver makes loyalty driver to be increased. Insurance services for partners such as GO-JEK, BPJS, etc.

2. *Weaknesses* (Weakness)

- a. For customers Go Food must be willing to wait longer to order food that you like because some restaurants are working with GO-JEK takes a long time to prepare the order.
- b. They are often the order of fictitious adverse GO-JEK driver-partners.
- c. Abuse of Go-Jek attribute for the benefit not good.

3. *opportunity* (Opportunity)

- a. Extending network and cooperation with more restaurants or restaurants because there are many restaurants or restaurant choices consumers who are not signed into Go Food.
- b. If during this GO-JEK services more widely used by individual consumers. Consideration should be given to improve customer service in the form of companies, especially to Go Send, Go Car, Go Box. Because GO-JEK still has a great chance to jump in the logistics business to meet consumers in the form of the company.

4. Threat (Threat)

- a. Threats arise from the government in the form of regulation and control online rates. Although not overly affect the service to the consumer.
- b. Threats arise from rivals other online service providers (Grab). This could lead to a price war is not healthy.
- c. Threats to GO-JEK driver-partners arising from conventional transportation service providers such as public transportation, taxi, motorcycle taxi rank which is not an uncommon physical or verbal assault to partners Go-JEK driver. Although it has been agreed with the territory into zones forbidden for partners GO-JEK driver.

V. Conclusions and Suggestions

Conclusions

Based on the results of the discussion can be taken some conclusions are as follows:

1. Today's society greatly facilitated by the presence of means of transportation motorcycles online, especially for ordering. Wherever and whenever too quickly and in real-time.
2. The existence of Go-Jek consumer satisfaction in dimensions of responsiveness, assurance, empathy, tangible medium on the dimensions of reliability not found significant differences for Go-Jek has adequate facilities after the research.
3. Factors that affect customer satisfaction Go-Jek is as follows:
 - a. Facilities owned in providing services
 - b. The application system is easy to use
 - c. Determining the location
 - d. Affordable prices
 - e. Services provided
 - f. Promo Discount Voucher they are various fantastic profitable for service users Go-Jek
 - g. Effectively responding to every need and desire

VI. Suggestions

Based on the above conclusions, the suggestion is as follows:

1. GO-JEK must still improve the service good. In terms of physical quality GO-JEK driver as providing support when driving attributes such as masks, helmets, and raincoats. In terms of quality responsiveness, GO-JEK driver provides clear information while running a Go-JEK reservation and booking services responsive to the Go-Jek performed consumers. In terms of quality assurance, the GO-JEK remain concerned about ethics while serving consumer drivers as giving a smile too friendly, and gives a sense of security to customers. In terms of quality of empathy, the Go- JEK continue to receive feedback or complaints from drivers and consumers experienced problems when booking.
2. In order to provide a high level of customer satisfaction, GO-JEK parties must pay attention to reliability is given, maintain reliability and improve service quality in terms of time.

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