

Community Satisfaction with Online Transportation in Tegal

Muhammad Hanif Satria, Reza Christian Saragi, Tegar Putra Adi Perdana, Dani F. Brilianti

Politeknik Keselamatan Transportasi Jalan, Tegal, Indonesia

ABSTRACT

This research aims to increase the level of online transportation customer satisfaction in Tegal, a large city in Indonesia. To achieve this, this research investigates the factors that influence online transportation customer satisfaction. This research uses mixed methods with interview and questionnaire data collection techniques. Valid data test results and research findings show that overall, online transportation users from the people of Tegal City are happy with the services they receive. The things that make customers happy are service quality, service accessibility and availability, and safety and comfort. By analyzing local customer perceptions and expectations, this research provides insight for online transportation companies to improve service quality and better meet the needs of the Tegal community.

Keywords: *Online Transportation, Customer Satisfaction, Service Quality*

Corresponding author

Name: *Reza Christian Saragi*

Email: *rezachristian2002@gmail.com*

INTRODUCTION

With the development of technology, many changes have occurred in people's daily lives. Technological advances make it easier for people to carry out their daily activities, from finding accurate information to locating or purchasing desired goods easily. One of the areas affected by technological developments is transportation (Farisi & Siregar, 2020). Currently, transportation is a primary necessity for everyone and a catalyst for all development (Dita Wandini & Tika Nirmala Sari, 2023), prompting transportation service providers to introduce the latest innovations, such as online transportation services.

Online transportation services in Indonesia first emerged in 2010 with Gojek, followed by Uber and Grab in 2014, and Maxim in 2018. The expansion of online transportation applications has reached major cities in Indonesia, including Tegal (Musdalifah & Noor, 2019). In addition to offering several advantages in the realm of online transportation services, it also ensures security and safety for both drivers and

passengers (Putri & Diamantina, 2019). In a study conducted by Dolly Indra, Regita, and John Tampil Purba (Indra, Regita, & Purba, 2019) titled "Customer Value in Online Transportation Customer Satisfaction Among Millennials," a scientific approach was employed as a research method, with data collected through questionnaires distributed directly to online transportation users. These questionnaires were distributed to individuals who had utilized online transportation services. Service quality is an evaluation by consumers of the alignment between their expectations and the actual experience, whether partially or entirely (Rasyid, 2017). The study revealed that service quality influences customer satisfaction, with several indicators impacting customer satisfaction. It can be assessed that service quality has a significant influence on customer satisfaction. Each application necessitates ongoing development and adaptation to the changing times (Safi'I, Putra, & Vitasmoro, 2019).

Based on this data, the author intends to employ a combination of quantitative and qualitative research methods, utilizing surveys and interviews with online transportation users as supplementary data. According to the research findings of Randi Banggo, Andi Yusniar Mendo, and Lisda L. Asi (Banggoi, Mendo, & Asi, 2023), service quality can be assessed through five dimensions: ease of access, speed of service, affordability, driver friendliness, and vehicle conditions. This study was designed to evaluate and gauge the quality of service provided by the company. Does the quality of online transportation services significantly influence purchasing decisions? The author discovered that customers utilizing online transportation services expressed a need for improved service quality. Presently, online transportation innovations continue to receive numerous complaints regarding price adjustments and customer expectations.

METHOD

The purpose of this study was to determine the satisfaction factors of online transportation service users in Tegal city and determine the level of satisfaction of online transportation service users, by explaining the research findings. This research uses qualitative and quantitative (mixed) research.

According to Rahmat Jusan, Margiono, Abdul Aziz, and Sumiati(Justan & Aziz, 2024)in their research, the mixed method is a method that combines qualitative and quantitative approaches in terms of methodology (such as in the data collection stage), and mixed model studies combine two approaches in all phases of the research process. Types of mixed research (mixed method) are a) sequential explanatory strategy, b) sequential exploratory strategy, c) sequential transformative strategy, d) concurrent triangulation strategy, e) concurrent embedded strategy, and f) concurrent transformative strategy. Based on the results of the interview, the researcher then analyzed the theory related to the problem.

The data collection method of this study used a questionnaire as a simple data collection mechanism (Space, 2013)The survey questionnaire included 20 questions with two possible answers: "Yes" and 'No'. This research uses an online questionnaire, where

the questionnaire is distributed to respondents who use electronic devices such as cell phones or laptops or who use online delivery services.

FINDING AND DISCUSSION

Analysis

1. Respondents' characteristics are based on the following: "Is it easy to order online transportation through the app?" The characteristics of respondents based on whether you find it easy to book online transportation are divided into 2 characteristics: Yes and No. The results of the analysis of the characteristics of respondents based on how easy it is to use online transportation services are as follows:

Table 1 Respondent Characteristics Based on Book Online Transportation

Answer	Sum	Percentage
Yes	142	99,3%
No	1	0,7%
Total	143	100%

Based on the table above, it can be seen that 99.3% of respondents agreed and 0.7% disagreed. Respondent Characteristics Based on Whether You Find It Easy to Book Online Transportation through the application are as follows when viewed through a pie chart:

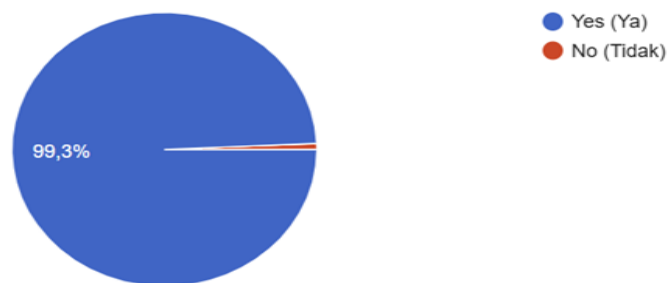


Figure 1

2. Respondent Characteristics Whether the Driver Provides Satisfactory Service During the Trip Respondent Characteristics based on Whether the Driver Provides Satisfactory Service During the Trip is divided into 2 characteristics, namely:

Table 2 The characteristics of respondents based driver provides satisfactory service

Answer	Sum	Percentage
Yes	143	100%
No	0	0%
Total	143	100%

Based on the table above, it can be seen that there are 100% of respondents and 0% disagree. The characteristics of respondents based on whether the driver provides satisfactory service during the trip are as follows when viewed through a pie chart:

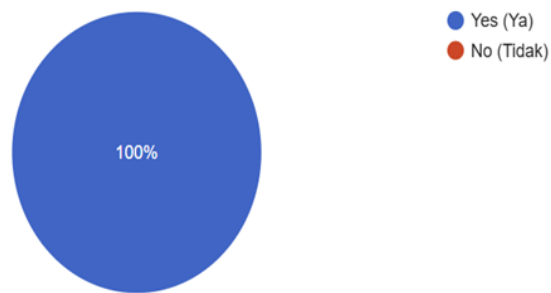


Figure 2

3. Characteristics of respondents based on whether the vehicle used is clean and maintained? The characteristics of the respondents based on whether the vehicles used in the clean and maintained condition are divided into 2 characteristics: Yes and No. The results of the analysis have the characteristics of the respondents based on whether the vehicles used in a clean and maintained state are as follows:

Table 3 Respondents' Characteristics Based on the Vehicle Used

Answer	Sum	Percentage
Yes	142	99,3%
No	1	0,7%
Total	143	100%

Based on the table above, it can be seen that 99.3% of respondents agreed and 0.7% disagreed. Respondents' Characteristics Based on Whether the Vehicle Used Is Clean and Comfortable is as follows when viewed through a pie chart:

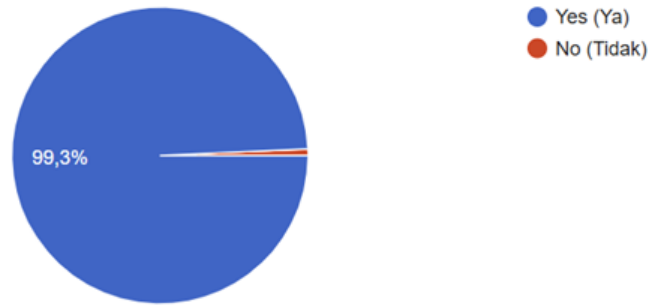


Figure 3

4. Respondents' characteristics based on whether the trip feels comfortable for you? The characteristics of respondents based on whether the trip feels comfortable for you are divided into 2 characteristics: Yes and No. The results of the analysis of the characteristics of respondents based on whether the trip feels comfortable for you are as follows:

Table 4 The characteristics of respondents based on comfortable

Answer	Sum	Percentage
Yes	143	100%
No	0	0%
Total	143	100%

Based on the table above, it can be seen that there are 100% of respondents who agree and 0% who disagree. The characteristics of respondents based on whether the trip feels comfortable for you are as follows when viewed through a pie chart:

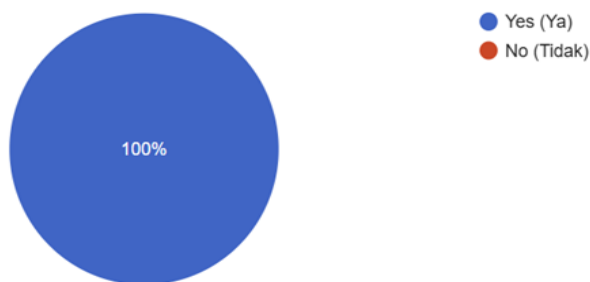


Figure 4

5. Characteristics of respondents based on whether you feel that the price charged is in accordance with the services provided? The characteristics of respondents based

on whether you feel that the price charged is in accordance with the services provided are divided into 2 characteristics: Yes and No. The results of the analysis of the characteristics of the respondents based on whether you feel that the price charged is in accordance with the services provided are as follows:

Table 5 The characteristics of respondents based the price charged

Answer	Sum	Percentage
Yes	138	96,5%
No	5	3,5%
Total	143	100%

Based on the table above, it can be seen that there are 96.5% of respondents who agree and 3.5% disagree. The characteristics of respondents based on whether you feel that the price charged is in accordance with the services provided are as follows when viewed through a pie chart:

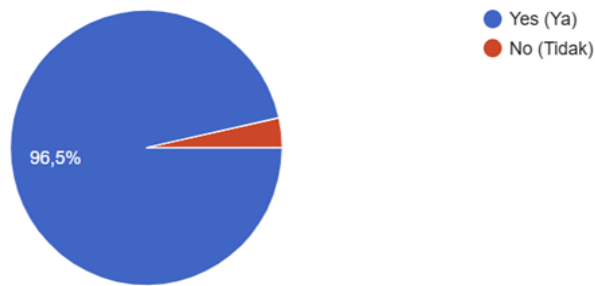


Figure 5

6. Respondents' characteristics based on whether the cost of online transportation is affordable for you? The characteristics of respondents based on whether the cost of online transportation is affordable for you are divided into 2 characteristics: Yes and No. The results of the analysis of the characteristics of respondents based on whether online transportation costs are affordable for you are as follows:

Table 6

Answer	Sum	Percentage
Yes	116	81,1%
No	5	18,9%
Total	143	100%

Based on the table above, it can be seen that there are 81.1% of respondents who agree and 19.9% disagree. The characteristics of respondents based on whether the cost of online transportation is affordable for you are as follows when viewed through a pie chart:

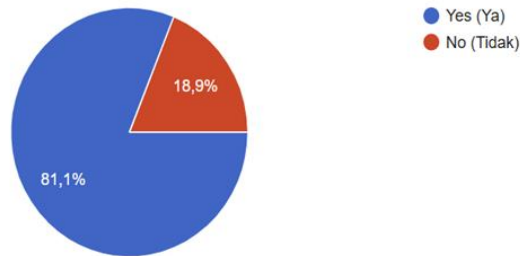


Figure 6

7. Characteristics of respondents based on whether you can easily find online transportation in the Tegal area? The characteristics of respondents based on whether you can easily find online transportation in the Tegal Region are divided into 2 characteristics: Yes and No. The results of the analysis of the characteristics of the respondents based on whether you can easily find online transportation in the Tegal area are as follows:

Table 7

Answer	Sum	Percentage
Yes	142	99,3%
No	1	0,7%
Total	143	100%

Based on the table above, it can be seen that 99.3% of respondents agreed and 0.7% disagreed. Respondents' Characteristics Based on Are You Easy to Find Online Transportation in the Tegal Region are as follows when viewed through a pie chart:

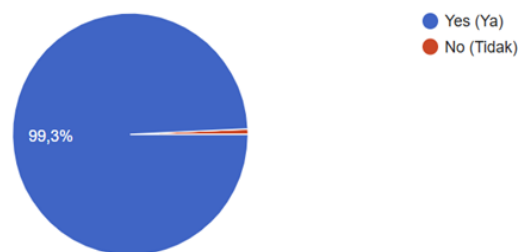


Figure 7

8. Respondents' characteristics based on whether you are satisfied overall with online transportation services in Tegal? The characteristics of respondents based on whether you are satisfied overall with Online Transportation Services in Tegal are divided into 2 characteristics, namely: Yes and No. The results of the analysis of the characteristics of the respondents based on whether you are satisfied overall with the online transportation service in Tegal are as follows:

Table 8 Respondent's Characteristics Transportation Service

Answer	Sum	Percentage
Yes	142	99,3%
No	1	0,7%
Total	143	100%

Based on the table above, it can be seen that 99.3% of respondents agreed and 0.7% disagreed. Respondent's Characteristics Based on Are You Satisfied Overall with the Online Transportation Service in Tegal are as follows when viewed through a pie chart:

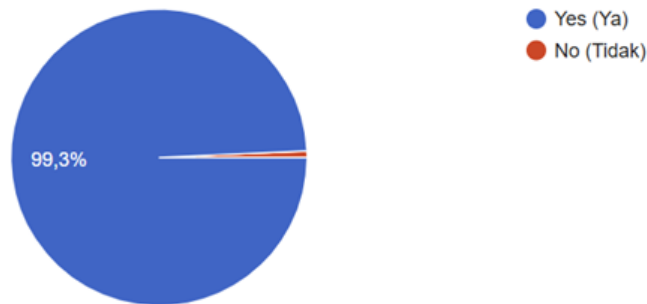


Figure 8

9. Respondent's characteristics based on whether you will use this online transportation service again in the future? The characteristics of respondents based on Will You Use This Online Transportation Service Again in the Future are divided into characteristics namely: Yes and No. The results of the analysis of the characteristics of the respondents based on whether you are satisfied to use this online transportation service again in the future are as follows:

Table 9 The characteristics of respondents Transportation Service

Answer	Sum	Percentage
Yes	121	84,6%
No	22	15,4%
Total	143	100%

Based on the table above, it can be seen that there are 84.6% of respondents who agree and 15.4% disagree. The characteristics of respondents based on Will You Use This Online Transportation Service Again in the Future are as follows when viewed through a pie chart:

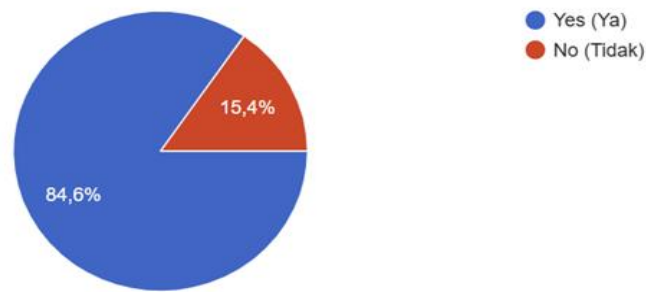


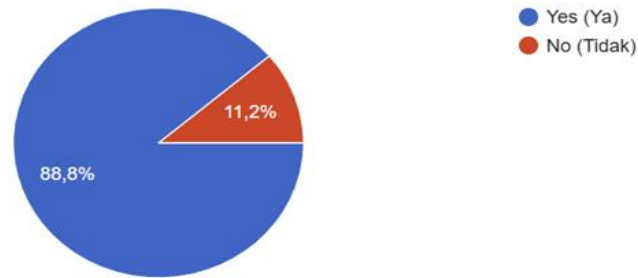
Figure 8

- Characteristics of respondents based on whether you find it easy to submit complaints or input related to online transportation services? Respondent characteristics based on whether you find it easy to submit complaints or input related to online transportation services are divided into 2 characteristics: Yes and No. The results of the analysis of the characteristics of the respondents based on whether you find it easy to submit complaints or input related to online transportation services are as follows:

Table 10 Respondent Characteristics Feel Easy to Submit

Answer	Sum	Percentage
Yes	12	88,8%
No	16	11,2%
Total	143	100%

Based on the table above, it can be seen that 88.8% of respondents agree and 11.2% disagree. Respondent Characteristics Based on Whether You Feel Easy to Submit



Complaints or Feedback Regarding Online Transportation Services are as follows when viewed through a pie chart:

Figure 8

DISCUSSION

Based on the analysis, the level of satisfaction of online transportation showed very positive results. Most respondents gave responses in agreement with various satisfaction indicators measured. The indicators showed such as easy to order through the application, well-maintained vehicle, comfort, and the suitability of the price to the service provided.

The survey results showed that 99,3% of respondents found it easy to order through the application. This reflects the success of service providers in ensuring user-friendly applications. This convenience of access contributes significantly to a positive user experience, as supported by the findings of Elyas' (2018) research on the role of technology in increasing the accessibility of internet-based services.

In addition, satisfaction with driver performance was also recorded as very high, with all respondents (100%) stating that they were satisfied with the service during the trip. This finding shows that the training provided to drivers can meet customer's expectations, as stated in the research of Randi Banggo et al. (2023) regarding the importance of service quality dimension, including driver friendliness

Vehicle cleanliness also received appreciation, with 99,3% of respondents agreeing that the vehicle was clean and well maintained. This is in line with customer expectations to get services that are not only comfortable but also hygienic. However, there is little room for improvement in terms of service pricing, as 3.5% of respondents felt that the fees charged were not in line with the service received. This issue needs to be addressed by service providers to improve overall customer satisfaction.

In terms of service sustainability, 84.6% of respondents stated that they would use online transportation services again in the future. However, 15.4% indicated uncertainty or dissatisfaction, which could be an indication of areas that need improvement, such as the complaint mechanism which was only considered easy by

88.8% of respondents. This shows the importance of developing a more responsive and transparent feedback system.

CONCLUSION

This study concludes that the level of customer satisfaction with online transportation services in Tegal is very high. Most respondents gave positive responses to various satisfaction indicators, including ease of ordering through the application (99.3%), vehicle cleanliness and well-maintained (99.3%), and travel comfortness (100%).

However, there are several aspects that require more attention, such as the complaint mechanism, where only 88.8% of respondents felt it was easy to provide complaints. In addition, 3.5% of respondents felt that the service fee did not match the quality provided.

84.6% of respondents stated their willingness to use this service again in the future, indicating a strong potential for service sustainability. However, uncertainty from 15.4% of respondents indicated that there was room for improvement, especially in terms of transparency of the feedback system and price adjustments.

Overall, this study highlights the success of online transportation services in Tegal in providing a satisfying experience, while noting areas that can be improved to maintain customer loyalty.

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