Analysis of Factors Influencing the Demand for Online Ojek Transportation (Go-Jek) in Cirebon City

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ABSTRACT

With the increasing number of public transportation users in Indonesia and accompanied by increasingly sophisticated technology, communication and information facilities, it makes it easier for people in all activities. The existence of online motorcycle taxi transportation makes it very easy for the public. This study aims to determine the benefits of online transportation in digital and analyze the factors that affect the demand for online motorcycle taxis (go-jek) in Cirebon City. The method used in this study is descriptive qualitative. The results of this study are that there are several benefits of online transportation in the digital world, such as streamlining time, being safer and facilitating transactions. Then several factors that affect the demand for online motorcycle taxis (Go-jek) in the city of Cirebon are price, income, promotion and service quality.

Keywords: Gojek, Online Transportation, Promotion

INTRODUCTION

Every year the community supporting infrastructure in Indonesia continues to improve and get better. One example is that various means of transportation are increasing and numerous, be it land, sea or air transportation. In Indonesia, transportation users are divided into two, namely public and private transportation users. The use of transportation in Indonesia is directly proportional to the increasing population of Indonesia. With the increasing population in Indonesia, the demand for transportation will also increase. So that lots of new ideas have sprung up to make it easier for the facilities and infrastructure used in everyday life to be more organized, faster and easier.

This digital era makes it easier for people to carry out activities. Various community activities are now supported by the sophistication of information and communication technology. Many technologies were created to support community activities such as the internet. Internet users in Indonesia are increasing every year because almost everyone has a smartphone to access various applications. One of the benefits of the internet is that it really helps people to meet their needs, especially in choosing transportation services. At this time there are many applications that support land transportation services for public use.

One of the supporting land transportation applications in Indonesia is Go-Jek. Go-Jek is one of the application companies providing public transportation services in Indonesia. Gojek was founded in 2009 by Nadiem Makarim and now has spread to as many as 50 cities in Indonesia. Gojek is the number 1 ojol in Indonesia because
it can make the lives of many people easier with innovation to pamper users. In addition, most Go-Jek drivers are satisfied with the profit-sharing system they implement (Vaula Rhesy Modompit, Joseph Bintang Kalangi, 2020). Not only the ojol feature, Go-jek also provides Go-Car service features in the form of four-wheeled transportation services, then Go-Send in the form of goods delivery services and Go-Food in the form of services for ordering and delivering food and drinks online.

Based on data from Databoks, Gojek application users in Indonesia, especially in big cities such as the Greater Jakarta area, have the most number one position at 59.13%. One of the service features that is widely used by the general public is Gojek. Gojek is public transportation in the form of two-wheeled vehicles or motorbikes which really helps people in finding vehicles quickly and practically. In Cirebon City itself there are many online motorcycle taxi users such as Gojek, especially among students and students. Gojek provides various promo features and others that are offered to the public.

As for the several studies that have been carried out, there are several factors that influence the demand for Gojek Online, namely prices, income, promotions and services as in the research (Modompit & Sumual, 2020) (Rendy, 2018) and (Karina & Srinita, 2020). Based on this background, a study was carried out to determine "Analysis of Factors Influencing Demand for Online Ojek Transportation (Go-Jek) in Cirebon City".

The formulation of the problem from this research is what are the benefits of online transportation services in the digital era, and how to analyze the factors that influence the demand for online motorcycle taxi (go-jek) transportation in Cirebon City. Then the purpose of this study is to find out the benefits of online transportation in the digital era and how to analyze the factors that influence demand for online motorcycle taxis (go-jek) in Cirebon City.

LITERATURE REVIEW

1. Research conducted by Vaula Rhesy Modompit, Joseph Bintang Kalangi, Jacline I. Sumual in 2020 entitled "Analysis of Demand for Online Gojek Transportation in Manado City" shows that this study aims to determine the effect of online transportation demand on transportation prices and consumer income in Manado City. The method used in this study is Multiple Regression Analysis. The method used in this study is a simple random sample method of 40 respondents. And the results of his research show that the price and income variables have a significant influence on the demand for online transportation (GOJEK) in the city of Manado (Modompit & Sumual, 2020).

2. In the thesis research that was carried out by Yoko Rendy in 2018 entitled "Analysis of Factors Influencing Demand for Online Ojek (Case Study on Go-Jek in Malang City)" stated that one of the largest types of online ojek transportation services and currently the most popular using the online system (online) is Go-Jek. The purpose of this study was conducted to determine the factors that influence the demand for online motorcycle taxi services, namely
Go-Jek. In knowing the effect of the specified variable, namely quantitative analysis with multiple linear. The results of his research show that there are positive and significant results on the income variable, Go-tek prices and conventional motorcycle taxis on the demand for Go-Jek services. Then the age variable has a positive and insignificant effect on the demand for Go-Jek services. Meanwhile, the gender variable has a negative and significant effect on the demand for GoJek services. Overall the independent variables in this study simultaneously influence the demand for Go-Jek services (Rendy, 2018).

3. In the research that was conducted by Dina Karima and Srinita in 2020 entitled "Factors Influencing the Demand for Online Transportation in the City of Banda Aceh" stated that the purpose of her research was to analyze the factors influencing the demand for Online Transportation in the City of Banda Aceh. The data used in this study are primary data obtained from the results and distribution of questionnaires to people who use online transportation. The model used in this study is multiple linear regression. In this research, there are at least 4 independent variables that affect the dependent variable, namely income, price, service and promotion. Based on the results of the regression, the income and price variables have a negative and significant effect. However, promotion and service variables have a positive and significant effect. From the results of the study it can be seen that when promotions offered by online transportation service providers will increase the demand for online transportation. Services provided by online transportation can also attract consumer interest (Karina & Srinita, 2020).

4. In the research that was conducted by Tambun in 2020 entitled "Analysis of the Factors Influencing Demand for Gojek Online Transportation for Students of the Faculty of Economics and Business, University of North Sumatra" said that with current developments there is a new custom, namely the existence of services online transportation service, namely Gojek, which is a form of new innovation created that is useful for facilitating all community activities in everyday life. The type of data used by researchers in this study is primary data with 90 students of the Faculty of Economics and Business, University of North Sumatra. In processing data using SPSS version 26 and Eviews version 10 with Ordinary Least Square (OLS) analysis techniques. The results of his research show that there is a negative and insignificant effect of the fare variable on the demand for Gojek online transportation. However, the payment method and service and promotion variables have a positive and significant influence on Gojek's online transportation requests. All variables in this study have a simultaneous influence on the demand for online Gojek transportation. The independent variables affect the dependent variable by 74% while the remaining 26% is influenced by other factors (Tambun, 2020).

The frame of mind in this research is that this research will examine what factors influence a demand for goods or services. In several studies that there are 4 elements related to the demand for online motorcycle taxi transportation services, namely:
Frame of Mind

Factors Affecting the Demand for Online Ojek Transportation in the City of Cirebon

Benefits of Online Ojek Transportation in the Digital Age

Factors Influencing Demand for Online Ojek Transportation: Prices, Income, Promotions and Services

Results

RESEARCH METHODS

1. Types of Research

The research method used by researchers in this research is descriptive qualitative research. Qualitative research is used to describe and analyze phenomena, events, social activities, attitudes, beliefs, perceptions, thoughts of people individually and in groups (Sugiono, 2011). Qualitative research methods are used to study the conditions of scientific objects, (as opposed to experiments) the researcher is a key tool, data collection techniques are inductive or qualitative through triangulation (combinatorial) data analysis, the qualitative results of the researcher emphasize meaning rather than generalization (Moleong, 2002).

The type of research used in this research is literature study or library search. In this study, the authors collect data and information from journals, scientific papers, the internet, and literature related to the demand for goods or services, then the authors study and draw conclusions from the data that has been obtained. This research is descriptive in nature.

2. Data Sources

The data source is the subject from which the data can be obtained. Some types of data sources can be objects, human behavior, places and so on. The data source itself is divided into two kinds, namely; primary data that the authors obtained from interviews with researchers with informants. The sources of this research are online motorcycle taxi users, especially students. Then from secondary data sources obtained from records, books, magazines in the form of government reports, articles, books as theories, magazines and so on. Data that
has been obtained from secondary data does not need to be processed again (Sujarweni, 2014).

3. Data Collection and Processing Methods

Methods of data collection in this study using interviews and documentation. Interviews were conducted by the author with students and people who use Gojek services. According to Suharsini Arikunto, the documentation method is a method used to find data relating to matters in the form of transcripts, notes, newspapers, books, magazines, inscriptions of meeting minutes, agendas and photos of activities. The documentation method in this study was used to complement the data obtained from the results of interviews and observations (observations).

Then the method of processing data, the authors use data analysis techniques from general theories or concepts, analysis (detailed) through deductive reasoning (drawing conclusions from general to specific). The deductive way of thinking is starting from general propositions whose truth is already known (believed) and ending with a conclusion (new knowledge) that is specific. This way of thinking is used for reasoning about the problem of the benefits of online transportation in the digital era and the demand factors and then a detailed analysis of the factors that influence the level of demand for Gojek transportation in the city of Cirebon is a special matter.

RESULTS AND DISCUSSION

1. Benefits of Online Transportation in the Digital Age

Based on the results of interviews with various informants, several benefits can be felt from online transportation such as Gojek, which is more time efficient especially for students and students who are in a hurry and don't have to wait as long as waiting for other public transportation, more efficient and practical because there are various promos and the existence of price discounts, creates a sense of security because it has security integration in the services provided, provides convenience for transactions. then, now online ojek transportation like gojek has more features such as for ordering food and between packages.

2. Analysis of the Factors Influencing the Demand for Online Ojek Transportation Services (Go-Jek) in the City of Cirebon.

In this study, consumer demand for goods or services is influenced by several factors which simultaneously determine the level and quantity of various goods and services demanded by each individual. These factors include namely:

1) Price
The price of an item is a determinant of consumer demand, the higher the price of an item, the less consumers want the item. Conversely, the lower the price of an item, the more goods demanded by consumers. Based on interviews with various informants, the prices offered by online Gojek services are very affordable for both students and the general public. The
price offered is still affordable by various groups, causing an increase in demand for online transportation such as Gojek in Cirebon City.

2) Income
In addition to price, a person's income is also a factor in the demand for goods and services. The demand for online transportation is because the price is still affordable among students and even middle-income people can use this go-jek service.

3) Promotion
Promotion is a strategy to introduce a product or service to the public. The promotional strategy implemented by Gojek companies is by providing promos, discounts and discounts. So, according to sources who use the go-jek service with various promos, it really encourages people to use this service. Gojek usually provides discounts, discounts and promos, one of which is when the numbers are twins and the discount given is unbearably large.

4) Service Quality
In addition to providing promotions, Gojek also prioritizes service quality for consumers to feel safe and comfortable. This can be seen from the high rating of the go-jek service application. Then several informants also felt that the service quality of gojek drivers was very satisfying.

CONCLUSION

The conclusion in this study is that there are many benefits from online motorcycle taxi transportation such as being able to streamline time, save time because of the many promos at affordable prices for all groups, safer and make transactions easier. Then there are several factors that influence the demand for online motorcycle taxis (Gojek) in Cirebon City, especially among students, namely price, income, promotions and service quality. The prices offered by Gojek are still affordable for students, then at affordable prices, students and middle-income people can use Gojek services. The increase in demand for go-jek transportation is in great demand by students.

REFERENCE

