

# QUALITATIVE ANALYSIS OF GO-JEK SERVICES ON CULINARY BUSINESS DEVELOPMENT

*by Suprianto S*

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## QUALITATIVE ANALYSIS OF GO-JEK SERVICES ON CULINARY BUSINESS DEVELOPMENT IN MATARAM CITY, WEST NUSA TENGGARA PROVINCE

Suprianto, Lukman Hakim

1) Faculty of Economics and Business, University of Mataram

2) Faculty of Economics and Business, University of Mataram

**SUMMARY:** This study took the title: Qualitative Analysis of Go-Jek Services on the Development of Culinary Business in Mataram City, West Nusa Tenggara Province. The research was conducted using a survey method by taking a sample of 100 respondents whose samples were determined by accidental sampling.

Based on the results of the analysis in the calculation of the respondents' votes, 50% of respondents prefer to use GO-JEK compared to other applications, namely GRAB and UBER. This proves that GO-JEK is very influential for most people to make food orders and trips to various destinations. After GO-JEK, there is GRAB with 29% and UBER with 19%. Meanwhile, 2% of respondents have never used an online motorcycle taxi.

Based on the survey results, the public opinion we got was very diverse, both positive and negative opinions. As well as having an impact on the community, GO-JEK has also greatly influenced culinary and tourism in the area. With the existence of GO-JEK, culinary delights in remote areas will be sought after and many stalls now use the GO-JEK application. This will make the culinary delights in Mataram city much in demand and enjoyed by the public. So the effect of GO-JEK on culinary is quite good and the tariff is determined according to the distance traveled.

**Keywords:** Qualitative Analysis of Go-Jek Services

### I. INTRODUCTION

#### 1.1 Background

At this time, the development of information technology or information technology (IT) is indeed very fast. Information technology has provided a very rapid and significant change to the economy and people's behavior patterns in terms of living, working and interacting with other people. With smartphones and the internet, people can access information and services more easily.

Technological developments are based on technological advances in communication networks, advancing from the third generation (3G) to the fourth generation (4G). As communication network technology develops, more people use smartphones and the internet and their ability to access information increases so that they can maximize the functions of their smartphones and the internet.

Apart from being able to maximize its use, people can now also take advantage of this technology to carry out business activities such as trading or offering services. In the transportation sector, the implications of technology have tended to change the movement of people and goods in the last decade.

Technological developments have an impact on the transportation sector with the emergence of various smartphone applications for public transportation services. With smartphones, interaction between customers and service providers is easier. The demand for communication technology-based public transportation services is quite high because they provide fast and responsive services and are generally cheaper than conventional public transportation.

Smartphone app-based services allow customers to organize trips in real time with service providers. The community sees this service as an alternative transportation that can serve fast, flexible, responsive, and easy to use. Apart from providing an attractive alternative to traveling, this service also has the potential to reduce private vehicle use and environmental concerns. However, these benefits do not apply at all levels of income. People with low income levels and do not have smartphones or cannot use these services will be left behind and people who depend on conventional public transportation will lose market share. This raises questions about the government's response to appropriate regulations and policies.

The Go-Jek company has also worked in the city of Mataram since 2019, which currently has around 60 Gojek drivers who serve customers, both food delivery and non-food delivery, including the Mataram city

area. Mataram City is divided into three regions, namely the Cakranegara City area, the Mataram City Area and the Ampenan old city area and demographically the population in the city of Mataram is well known in 5 (five) districts, namely; Cakranegara sub-district, Sandubaya sub-district, Selaparang sub-district, Ampenan sub-district, Mataram sub-district and Sekarbela sub-district with a fairly large and dense population distribution.

The population development in Mataram City is quite fast, from the 2018 data, the total population is 236,226 male and 241,250 female residents, the total population in 2018 is 477,467 people. In 2019 the male population reached 240,789 people and the female population stated 245,926 people or the total population in 2019 was 486,715 people or an increase of 1.93%. Furthermore, the population in 2020 is a prediction of figures described by the Mataram city dukcapil office where in 2020 the male population is 245,190 people and the female population is 250,491 people or the total population in 2020 is 495,681 people or an increase from the previous year of 1.84%. The large enough population growth must be balanced with various transportation needs, both for the transportation of goods and people, as well as basic needs for food, clothing or boards, which demand quite a lot, especially the demand for processed products, both as raw materials and small-scale industrial processed products.

There are various companies in Indonesia that provide electronic-based public transportation services, one of the most popular is PT GO-JEK Indonesia with an application called GO-JEK. GO-JEK provides various services such as ojek for passengers, delivery or transportation of goods, ordering food, ordering goods for necessities, and so on. The application can be downloaded on the Playstore and Appstore. The existence of GO-JEK with its various service features is sure to have different influences on society. Because of this, we are interested in conducting a research entitled "Qualitative Analysis of Go-Jek Services on the Development of Culinary Business in Mataram City, West Nusa Tenggara Province.

### 1.2. Problem Formulation

From the existing background, the formulation of the problem is as follows.

1. Is GO-JEK transportation an online motorcycle taxi that people of Mataram are interested in in culinary transactions
2. How does GO-JEK influence the culinary & tourism development in the city of Mataram?
3. What are the shortcomings of GO-JEK services according to the community?

### 1.3 Purpose

1. To find out if it is true that GO-JEK is the most popular online motorcycle taxi in Mataram
2. To analyze the influence of GO-JEK on culinary and tourism developments in Mataram
3. To find out what are the shortcomings of GO-JEK services according to the community.

## II. LITERATURE REVIEW

### 2.1 Transportation

#### 2.1.1 Definition of Transportation

The word transportation comes from the Latin transportare, trans means across or next to and portare means lifting or carrying. From these two words, the meaning of transportation is carrying something from one place to another. According to Nasution (2008), transportation is the transfer of goods and people from their place of origin to their destination. Transportation means a process that consists of several subprocesses, namely moving, moving, transporting, and transferring which always requires supporting tools to ensure the smoothness of the transportation process in a timely manner.

Transportation has several elements, including:

- a. there is a cargo being carried,
- b. available vehicles as means of transportation,
- c. there is a path or path that can be traversed,
- d. there is an origin terminal and a destination terminal, and
- e. human resources and organizations or management that drive these transportation activities.

#### 2.1.2 Definition of Public Transportation

According to Sukarto (2006), public transportation or public transportation is all means of transportation in which passengers do not travel using their own vehicles. Public transportation generally includes trains and buses, but also includes services for airlines, ferries, taxis, etc. The concept of public transportation cannot be separated from the concept of public transportation. The definition of public transportation is according to the Decree of the Minister of Transportation Number 35 of 2003 concerning the Implementation of Transportation of People on the Road

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Side panels with Public Vehicles, namely every motorized vehicle provided for use by the public for a fee either directly or indirectly.

### 2.1.3 Benefits of Public Transportation

1 Public transportation provides many benefits to the community, both those who use it and those who do not. Through the development and spread of technology in the 21st century, people are now finding convenience in the public transportation system compared to previous years. Public transportation helps everyone to meet their personal and career needs, meet their daily needs, and maintain a level of driving independence. Following are the benefits of public transportation:

#### a. Help build a strong economy

Investments in the public transportation sector do provide many benefits. From a government and company perspective, this investment provides financial benefits. In addition, this investment will also help the government overcome unemployment problems. Investment projects carried out by the government will certainly provide new jobs. If new employment opportunities are available, automatically the level of community welfare will increase due to an increase in income. When people's welfare increases, the economy will roll back as it should.

#### b. Save energy and reduce oil dependence

By using public transportation, people can help reduce the country's dependence on oil. With public support for the expansion of transportation services, the public transport industry can make a bigger contribution to helping the country become more independent in terms of energy savings.

#### c. Clear jams

The more the number of vehicles on the road, the traffic jam will increase. The role of public transportation in reducing traffic congestion is very significant. The more people choose public transportation compared to private transportation, the fewer vehicles on the road will decrease the level of congestion and save travel time.

#### d. Protects the environment and improves air quality and health

Emissions from private motor vehicles are the biggest contributor to the smoke that pollutes the air. Meanwhile, public transportation produces less carbon monoxide (CO), volatile organic compounds (VOCs), and carbon dioxide (CO<sub>2</sub>) and nitrogen oxides (NO<sub>x</sub>). Public transportation is also beneficial for health, namely helping to reduce the number of people with respiratory and liver diseases, reducing the accident rate, and improving the quality of life of the community.

#### e. Provides support during emergencies and disasters

The emergency transport service added to the transportation network cannot be underestimated. In an evacuation during an emergency or disaster, only public transportation has the capacity to move millions of people quickly and provide various supports by sending various needs for the refugees.

#### f. Mobility for small towns and villages

Public transportation offers mobility for residents in small towns and villages, especially those who do not own private vehicles. The public transport system allows residents to have better access to economic and social activities.

Public transportation can increase economic growth in small cities and rural areas in various ways, increasing the number of local customers for various services that exist in the community such as malls, health facilities, and other services.

#### g. Providing community services

Transportation is an important part of both health and social service programs. The operators of the program depend on public transportation to reach the intended targets and ensure access for all people in various areas to get these community services.

### 2.2. Ojek

Ojeks are unofficial public transportation in Indonesia in the form of motorbikes or bicycles that are rented by pillion passengers. Ojeks are widely used by residents of big cities because of their advantages compared to other transportation, one of which is that they are faster and can get through traffic jams in the city.

### 2.3. Smartphone

According to Gary B, Thomas J and Misty E (2007), the definition of a smartphone is a telephone that provides personal digital assistant (PDA) functions such as calendar functions, agenda books, address books, calculators, and notes as well as providing internet connection facilities that can connect users with cyberspace such as through social media and others. According to David Wood, Executive Vice President of PT Symbian OS, smartphones can be distinguished from ordinary mobile phones in two fundamental ways, namely how they are made and what they can do.

Smartphones have been used in various aspects of people's lives, one of which is transportation. In terms of facilitating the transportation process, smartphones have a location-based technology called the global positioning system (GPS). The existence of GPS on smartphones allows users to find out the location and condition of a place.

### 2.4. Data Accessibility

The transportation sector experienced the power of open data in 1995, when the U.S. The Department of Defense and National Oceanic and Atmospheric Administration is intensely improving the global positioning system (GPS). GPS satellite data that existed in the community at that time had insufficient data quality, so it was not commercialized. The result of improving policy data, as highlighted by the Federal Communications Commission (FCC) by the US National Broadband Plan is the creation of industrial GPS and navigation technology. GPS technology is near in the modern consumer environment as travel planning, Americans are using it a lot in their cell phones, cars, and others.

As in the case of GPS in the 1990s, the transportation sector is experiencing an increase in innovative mobility based on location technology. Web-based software and applications can provide consumers with the latest virtual tools for better travel planning, navigation, and interacting with their environment. Although this application will undergo many changes in the coming years, experiencing a shift in an open, real-time data platform for public services can be improved for the user experience. Because of this, metropolitan areas such as livable cities with open data will have an advantage.

### **2.5. Applications**

The term application comes from English, namely application which means application or use. However, when viewed in terms of terms, application means a program designed to perform a certain function. According to Jogiyanto (1999), an application is the use of a computer, an instruction or statement arranged in such a way that the computer can process input into output.

### **2.6. Mobile Network Strength**

Transport applications that rely on mobile communication and access to information offer the potential to save users in transit and driver time. It can substantially improve the overall transportation experience as well. However, because almost everyone knows about smartphones, wireless connectivity is very important in order to connect to the internet or use web-based applications.

Apps that deal with actual issues like transit, traffic and parking, demand continuous connectivity. Although such programs don't actually require an internet connection, they naturally miss out on significant information gaps. The desire for optimal wireless connection is a big reason respondents listed "network quality" as the most important factor in telephone and service choice in the 2010 Pew Mobile survey. In a broader context, network quality is increasingly important in the transportation sector. Most "smart city" programs rely on sensors and real time data transmitted by mobile broadband.

### **2.7. E-Business**

E-business (English: Electronic Business, or "E-business") can be translated as business activities carried out automatically and semi-automatically using a computer information system. The term, which was first introduced by Lou Gerstner, a CEO of the IBM company, is now a form of business activity conducted using Internet technology. E-business enables a company to deal with their internal and external data processing systems more efficiently and flexibly. E-business is also widely used to connect with suppliers and company business partners, as well as meet demand and serve customer satisfaction better.

According to Sid L. Huff, et al. (2000), e-business includes all things that must be done using information and communication technology (ICT) to carry out business activities between organizations and from organizations to consumers. The e-business phenomenon has become a trend that has colored business activities in developed countries as well as in developing countries. This happens because with the existence of e-business, business processes and systems (exchange of goods or services) are better than the previous (conventional) methods.

#### **2.7.1. Understanding of Transportation**

Transportation is the transfer of people or goods from one place to another within a certain time using a vehicle driven by humans, animals or machines, Christian (<http://e-journal.uajy.ac.id>, 2015). RustianKamaludin (2003: 13) in Hamidah (2017), states that transportation comes from the Latin word, transportare, where trans means across or on the other side and portare means transporting or carrying. So, transportation means transporting or carrying (something) to another side or from one place to another. Thus, transportation is a business and activity involving or carrying goods and / or passengers from one place to another

#### **2.7.2. Understanding GO-JEK**

PT GO-JEK is a social-spirited company leading the revolution in the ojek transportation industry. PT GO-JEK collaborates with experienced motorcycle taxi drivers in Jakarta, Bandung, Bali, Surabaya and other areas and is the main solution in terms of delivery of goods, ordering food delivery, shopping, and traveling in a traffic jam. PT GO-JEK, which has a slogan "An Ojek for Every Need", is a transportation company from Indonesia that serves the transportation of people and goods through ojek services that use location-based or location-based technology applications.

PT GO-JEK Indonesia was founded in 2011 by NadiemMakarim, Brian Cu, and Michaelanglo Moran as an innovative social entrepreneurship that aims to encourage changes in the informal transportation sector so that it can operate professionally. They established PT GO-JEK Indonesia to connect ojets with passengers and help ojek drivers get passengers more quickly and efficiently.

Initially, PT GO-JEK only served call centers, but gradually PT GO-JEK began to develop and develop GO-JEK applications. With this application, passengers can order online, pay on credit, and find out where a motorcycle taxi driver or driver will pick up. To become a GO-JEK driver, one must attend various trainings during the registration period, including how to serve customers well, not being reckless on the road, obeying traffic regulations, and driving safety.

PT GO-JEK implements a profit sharing system with around 200,000 drivers under its auspices. The share is 80% of income for drivers and 20% for the company. This is done to carry out its initial goal as a social-spirited company, namely to improve the welfare of its workers.

PT GO-JEK Indonesia, which has been through its journey since 2011, now has around 200,000 ojek fleets spread throughout Indonesia. With this rapid development, GO-JEK has won the first place in the global entrepreneurship program Indonesia (GEPI) business competition in Bali. In addition, GO-JEK has received various awards from various business and social communities.

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## III. RESEARCH METHODS

### 3.1. Research Flowchart

Observation → Draft Proposal → Pre Survey → Final Proposal → Determination of Respondents → Data Collection → Data Processing (editing, coding, tabulating) → Data Analysis → Draft Report → Final Report

### 3.2. Types of research

This research uses descriptive analysis method, which is to examine the status of human groups, an object, a set of conditions, a system of thought or a class of events in the present (Nazir; 2011). The descriptive method describes the events in a systematic, factual and accurate manner regarding the facts, characteristics and

relationships between the phenomena under study. This study aims to create a systematic, factual and accurate picture or painting of the marketing performance of agro-industrial products in the research area.

### 3.3. Place and time of research

This research was conducted in the city of Mataram which includes Cakranegara District, Mataram District, and Ampenan District. The three sub-districts were randomly selected from 6 (six) sub-districts in the city of Mataram and as objects in this study were users of Go-Jek transportation services. The research period required is 6 (six) months, starting from May to November 2020.

### 3.4. Type of Data

This study uses primary data and secondary data to support the analysis. Primary data is obtained directly from respondents, namely consumers who use Go-Jek transportation services who use culinary and non-food delivery services by conducting direct inquiries to the intended respondents. Meanwhile, secondary data is data obtained from related agencies such as the BPS of Mataram City, the Mataram City Manpower Office and various existing literatures.

### 3.5. Method of collecting data

The method of using data used in this research is the survey method, namely by conducting direct data collection on the object under study by taking a sample of 100 consumer respondents using Go-Jek services according to research needs consisting of 100 consumers of Gojek service users and Gojek workers - Jek as many as 10 Go-Jek respondents in the city of Mataram. The purpose of the survey is to examine the source of the entire research group or population by examining a sub-set of the population group, hereinafter referred to as the sample. The results of the survey on the sample are then generalized or applied to the population. Survey research is usually defined as a study or study of a large group through direct research of a subset (sample) of that group.

Because the description of the respondent population is not determined, the non-random sampling technique is used in determining the sample, namely using the Accidental Sampling technique. According to Sugiyono (2018; 138) the technique of determining the sample is based on chance, namely consumers using Go-Jek transportation services and Gojek riders who happen to meet researchers can be used as samples, if the person who happens to be met is suitable as a data source.

### 3.6. Data Processing and Data Analysis

3.6.1. The data processing process in this study is carried out through the following steps:

- a. Re-checking the correctness of the data obtained or collected by checking the observation sheet again.
- b. Enter the data that has been collected into a computerized master table, then make a simple frequency distribution.
- c. Creating a data distribution table that includes the mean, standard deviation, minimum and maximum values

### 3.6.2. Data analysis

The analysis was carried out using qualitative data analysis using primary data collected through interviews with the help of a list of questions. Then the analysis was carried out by using table analysis both frequency tables and using cross tables.

## IV. RESULTS AND DISCUSSION

### 4.1. Description of the Research Object

In this study, the emphasis is on data information obtained through questionnaires from consumers who order culinary food through Go-Jek, which provides food order delivery services (culinary) in the city of Mataram, which includes the Cakranegara, Mataram and Ampenan areas. The data and information were analyzed qualitatively and quantitatively. This is intended to determine the ordering of food by consumers through Go-Jek online services in the city of Mataram seen from the type of culinary food ordering from consumers by referring to the order data entered online. The object of research used in this study is consumers who place orders who take advantage of Go-Jek services who stay in crowded places in the city of Mataram.

#### 4.1.1. General Description of Mataram City

In the National RTRW, the city of Mataram is designated as a National Activity Center (PKN) which functions as the gateway and main node of transportation as well as regional scale trade and service activities. Meanwhile, in the West Nusa Tenggara Provincial RTR, the city of Mataram is designated as the Mataram Metro Provincial Strategic Area (KSP) as the center of economic growth. Mataram City as PKN and KSP has a very strategic potential in the development of urban areas.

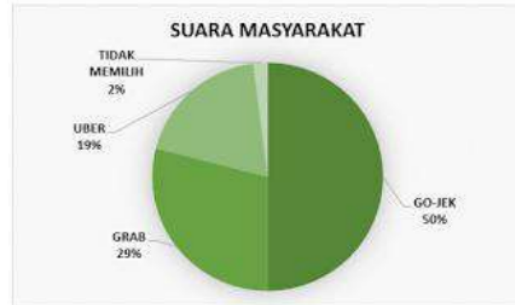
Regionally the city of Mataram is divided into several service centers with the main functions are:

1. The Ampenan area functions as a service center for trade and service activities as well as tourism.
2. The Mataram region serves as a service center for government office activities and social facilities such as education.
3. The Cakranegara area functions as a service center for trade activities and a business center.

In general, the aforementioned service centers are developed as city and regional scale business centers, because they have high attractiveness to the development and growth of culinary businesses in the city of Mataram.

#### 4.1.2. GO-JEK is the most popular online motorcycle taxi?

GO-JEK is an online motorcycle taxi in several regions in Indonesia besides GRAB and UBER. With these three options, people can choose one of the online motorcycle taxis that they are most interested in. Many things can influence people's interest in making their choices, such as convenience, speed, price, or other reasons. Therefore, we conducted a survey to find out whether GO-JEK is really the most popular online motorcycle taxi or not. From the results of a survey conducted on Go-Jek transportation services in the city of Mataram, West Nusa Tenggara and based on the results of filling in the data in the questionnaire, it can be seen in the results of the vote count of respondents who have filled out the questionnaire as follows:



We conducted the survey on 100 respondents in the city of Mataram with a background of students, civil servants, private employees, entrepreneurs, etc. We selected respondents from various backgrounds to find out how interested the community is, not only students but also employees and entrepreneurs. In the increasingly rapid development of technology, many people from various backgrounds use the online motorcycle taxi application to carry out their various activities. Of the 100 people, 50 people chose GO-JEK, 29 people chose GRAB, 19 people chose UBER, and the remaining 2 people didn't vote because they had never used an online motorcycle taxi.

Based on the results of the analysis in the calculation of the respondents' votes, 50% of respondents prefer to use GO-JEK compared to other applications, namely GRAB and UBER. This proves that GO-JEK is very influential for most people to travel to various destinations. After GO-JEK, there is GRAB with 29% and UBER with 19%. Meanwhile, 2% of respondents have never used an online motorcycle taxi. This shows that even though technology is increasingly developing and providing changes to society, there are still some people who do not use and utilize it.

According to respondents, GO-JEK deserves to be the most popular online motorcycle taxi because apart from being the pioneer of online motorcycle taxis in Indonesia, GO-JEK also provides a variety of services ranging from delivering passengers, sending and transporting goods, serving food orders, daily necessities, medicine, cinema tickets, massage service, salon, mechanic, and so on.

#### 4.2. The Influence of Go-Jek on Culinary Business Development

GO-JEK has a considerable influence on society, both those who use it and those who do not. Based on the survey results, the public opinion we got was very diverse, both positive and negative opinions. Here's a comparison chart.





Positive opinions from respondents turned out to be far more than negative opinions, so it can be concluded that the services provided by GO-JEK are quite satisfying for the community. Meanwhile, 11 negative opinions from the public show that there are still GO-JEK services that must be improved so that they can be even better in the future. Public opinion is very important in assessing GO-JEK services because the community uses the application.

The following is a description of public opinion, both positive and negative opinions about GO-JEK services in Mataram City.

No	. POSITIVE OPINION	NEGATIVE OPINION
1	The level of public confidence in using ojek transportation services increases	. A dispute occurred between GO-JEK and a base motorcycle taxi driver.
2	Helping people who do not have a job by becoming a GO-JEK driver because they do not require a high education diploma.	. Many employees choose to resign from their jobs and choose to become GO-JEK drivers because they are tempted by the income they get.
3	Help deliver documents and buy and deliver food and goods to be purchased, etc.	. Makes people lazy to carry out their own activities such as buying food, goods, etc.
4	Facilitate community mobility	The income of the pangkalan motorcycle taxi drivers has decreased significantly.
5	Make people not afraid to travel alone.	. Increasing competition between base motorcycle taxi drivers.
6	Make it easier for people to find transportation at certain hours and in places that are not accessible to public transportation.	
7	The rates paid are not as expensive as the base motorcycle taxi rates	. Reducing the income of the base motorcycle taxi
8	8 Make motorcycle taxi services more coordinated.	
9	Changing the pattern of vehicle use in the community	Vehicle at least over 2010
10	Creating tariff transparency between drivers and users.	. Mis information often occurs

Based on the above opinion, GO-JEK does have more positive effects than negative ones. However, in our opinion, we should not consider the negative influences they cause to be insignificant even though they have a greater positive effect. This negative influence can be enormous if the government does not perform its function as a regulator properly.

In addition to influencing society, GO-JEK also greatly influences culinary and tourism in the background. With the existence of GO-JEK, culinary delights in remote areas will be sought after and many stalls now use the GO-JEK application. This will make the culinary delights in Mataram city much in demand and enjoyed by the public. So the effect of GO-JEK on culinary is quite good and the tariff is determined according to the distance traveled. Not only influential in the culinary field, GO-JEK is also very influential on tourism and tourism development in Lombok, especially the Mataram area, which is very well known and has become a tourist center for foreigners who come to visit. So with GO-JEK you can easily take passengers or families who want to take a vacation.

#### 4.4. Disadvantages of GO-JEK According to the Community

GO-JEK has advantages and disadvantages in its services. These deficiencies must be fixed so that GO-JEK can suit the user's wishes. Based on a survey of 100 people that we conducted on September 24 - October 10 2016, there are several shortcomings of the GO-JEK application from the community which we summarize as follows.

No	DEFICIENCY
1	Concern about the insecure privacy of users regarding data and identity that has been entered in the GO-JEK database.
2	Not many GO-JEK drivers know the route to the destination intended by the user.
3	Price estimates are often not what users have to pay.
4	Sometimes there are server errors and various errors occur.

5	There are no clear laws and regulations governing online motorcycle taxis
6	Limited availability of drivers in certain regions.
7	Must be connected to the internet when ordering GO-JEK.

There are several shortcomings of the GO-JEK application that can be seen from the survey we have conducted, ranging from drivers, systems, to the regulations that govern them. This can be an evaluation for GO-JEK to improve in the future so that GO-JEK remains the most popular application by the public. The existence of competing online motorcycle taxi applications can be one reason that can encourage GO-JEK to continue to improve existing deficiencies and make innovations in its services.

## V. CONCLUSIONS AND SUGGESTIONS

### 5.1. Conclusion

Based on the results of qualitative data analysis from this study, it can be concluded.

1. GO-JEK is truly an online motorcycle taxi provider that is most in demand by people in the city of Mataram or 50% use Go-Jek, 29% use GRAB, 19% UBER and 2 respondents abstained.
2. Of the 100 respondents, as many as 85% of respondents who responded positively to the GO-JEK application in the city of Mataram, the rest responded negatively, and some abstained.
3. There are still many shortcomings that consumers worry about, such as privacy guarantees, drivers do not understand travel routes, price estimates are sometimes inappropriate, server errors, there is no clear legal umbrella, limited drivers in certain areas, less friendly drivers, and bookings must be online.

### 5.2. Suggestions

As an online motorcycle taxi that is most in demand by the public, it turns out that GO-JEK still has various shortcomings. To cover these shortcomings it is suggested as follows:

1. We recommend that drivers be able to memorize the route to the place the user wants so as not to waste time looking for travel routes. If possible, it is advisable to carry out several tests of knowledge of travel routes to become a GO-JEK driver.
2. Prices should not differ greatly from the estimates previously estimated
3. Check servers regularly to minimize server errors.
4. Immediately make a law regulating online motorcycle taxis so that users feel more calm and secure.
5. Increase the number of drivers in areas with a limited number of drivers, and More friendly to users in order to provide better service, Created an offline ordering method through customer service.

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