

USER SATISFACTION ANALYSIS ON GOJEK APPLICATION SERVICES USING THE DELONE – MCLEAN METHOD APPROACH

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Abstract. *This study addresses key issues regarding the use of the Gojek application as a transportation tool, focusing on user satisfaction. The research employs the DeLone-McLean model to analyze factors influencing user satisfaction, including system quality, information quality, usability, user satisfaction, user intention, and business outcomes. In the context of increasing competition among online transportation services in Indonesia, understanding user satisfaction is crucial for the success and adoption of technology. Data were collected through a questionnaire distributed to 66 respondents at Universitas Tidar, focusing on their experiences with the Gojek application. The findings indicate that the Gojek application significantly impacts daily life and meets users' needs effectively, although some issues such as application errors were noted. Recommendations for improving service quality and adapting to technological advancements are discussed.*

Keywords: *Gojek, Analysis, Satisfaction, Service, Delone-Mclean Method*

Abstrak. *Penelitian ini menjelaskan tentang analisis kepuasan pengguna terhadap aplikasi Gojek sebagai alat transportasi. Penelitian ini menggunakan metode Delone-McLean untuk mengevaluasi kepuasan pengguna dengan mempertimbangkan kualitas sistem, kualitas informasi, kegunaan, dan hasil bisnis. Gojek, yang beroperasi di 50 kota di Indonesia, menawarkan layanan transportasi berbasis smartphone. Hasil penelitian menunjukkan bahwa aplikasi Gojek berpengaruh besar dalam kehidupan sehari-hari pengguna, dengan indikator kepuasan yang tinggi. Penelitian ini diharapkan membantu pengembang Gojek dalam meningkatkan layanan berdasarkan hasil evaluasi yang diperoleh.*

Katakunci: *Gojek, Analisis, Kepuasan, Layanan, Metode delone-Mclean*

Introduction

Academic information systems are designed to manage data related to academics using computer technology, both hardware and software. The process is managed into information that provides positive impacts and benefits for higher education management. The purpose of the academic information system is to support the organization of education and provide information services to students. Due to the increasing complexity of educational needs and regulations, managing academic data at a higher education institution can be time-consuming and labor-intensive.

In higher education, problems often arise related to data processing limitations, starting from entrance exam screenings, followed by announcing the results of prospective students who pass, re-registration processes, filling out study plans, printing study cards, leave registration, transcript printing, and many more **(Suarna et al., 2024)**.

In the digital era and technological advancements, smartphone-based transportation applications have become a popular solution for users to meet daily transportation needs. One example is the Gojek application, which offers various transportation services with high convenience and practicality. In this context, it is important to analyze user satisfaction with the Gojek application as a transportation tool, as user satisfaction is a key factor in the success and adoption of technology. This research employs the DeLone-McLean method to analyze user satisfaction with the Gojek application. This method has proven effective in understanding the factors influencing user satisfaction with information systems. Key dimensions included in this model are system quality, information quality, usability, satisfaction, user intention, and business outcomes **(Wicaksono et al., 2023)**.

Gojek is a technology company with a social purpose to improve the welfare and income of workers in various informal sectors in Indonesia. The company emphasizes three main principles: speed, innovation, and social impact. With its presence in 50 cities across Indonesia, Gojek plans to expand its reach to more cities in the coming years. As an online transportation service provider, Gojek offers transportation solutions accessible via smartphones, allowing customers to book services anytime and anywhere **(Suarna et al., 2024)**.

Various online transportation service industries have emerged in Indonesia, such as Gojek, Uber, Grab, Maxim, and others. The emergence of these online transportation services has created a competitive environment among service providers, forcing each online transportation company to compete and strive to excel in this competition. According to Fransiska and Aquinia (2023), online service providers need to improve service quality as one of the important factors in retaining customers in an increasingly competitive digital industry.

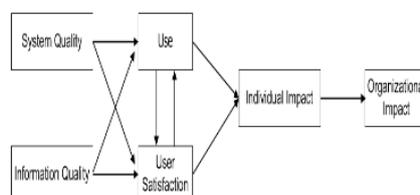
The DeLone & McLean method is utilized to measure the success of an information system from the user's perspective. The DeLone & McLean model was chosen by the researcher in this study because it tests system quality, information quality, service quality, and user satisfaction levels. The DeLone & McLean method has six main variables that can serve as a basis for evaluation.

Therefore, researching user satisfaction analysis on the Gojek application using the DeLone & McLean method is necessary to measure the performance of the Gojek application based on customer satisfaction from Gojek users. It is hoped that the results of this study using the DeLone & McLean method will encourage Gojek developers to pay more attention to the implementation of the six indicators in DeLone & McLean. This can provide good services to customers and receive positive feedback from them **(Wicaksono et al., 2023)**.

This section describes three main components. First, it describes the phenomenon being studied. Secondly, the author explains the relationship between phenomenon and existing theories (at least one of the journals cited should be less than five years old); and finally describes the purpose of the study. Furthermore this section also contains previous theories, both from primary reference (grand theory) and journal articles (including at least one journal published in the last ten years). This section also discusses arguments on the relationship between the variables being studied and ends with the hypothesis depicting the relationships of the variables (there should be some argument for each hypothesis).

In 1992, William H. DeLone and Ephraim R. McLean created a model that can influence the outcomes of information systems, consisting of six dimensions: System Quality, Information Quality, Use, User Satisfaction, Individual Impact, and Organizational Impact. This model explains how system quality can affect system usage and user satisfaction, and how the quality of information also affects usage and user satisfaction. This impacts individual outcomes and subsequently influences organizational outcomes (Pusparini & Sani, 2023).

According to Gestari and **Mariah (2021)**, service quality is the level of excellence expected and managed to meet consumer desires and expectations. After reviewing several studies, there are past studies related to the research currently being conducted.



Gambar 1. Model Kesuksesan Sistem Informasi
DeLone and McLean (1992)
 Sumber: (Wu & Wang, 2006)

The explanation of the DeLone and McLean Model includes System Quality as a measure of the quality of the information technology system itself. For example, the download time is very important for system users. Meanwhile, Information Quality is used to measure the quality of the system's output, where the information quality must be complete, relevant, easy to understand, and secure for users. Use measures the usage of the system's output by users, simply measuring user activity when using the system for transactions and decision-making. User Satisfaction is the response of users to the system's output usage. User satisfaction is considered important as it measures user opinions based on their experiences with the system used. Individual Impact provides the effect of the information used on user behavior. Organizational Impact influences how the information used affects organizational performance.

Research Methodology

This research uses the DeLone-McLean method as an approach to analyze user satisfaction with the Gojek application as a transportation tool. The research methodology involves several stages in data arrangement and collection, including literature studies,

observations, questionnaire design, data collection, and statistical analysis, as outlined in the series.

This study aims to assess the public’s satisfaction with the Gojek application in meeting community needs. It begins with identifying the problem, which is the level of public satisfaction with the Gojek application. The researcher then conducts a literature review to understand relevant concepts, such as community satisfaction, the Gojek application, and community needs.

Next, a questionnaire is prepared containing measurable questions to assess satisfaction levels and the impact of using the Gojek application on the community. The questionnaire intended for students contains ten closed questions. The questionnaire is ensured to be valid and reliable to generate accurate data. It is distributed to respondents, specifically users of the Gojek application at Universitas Tidar, through an online method involving 66 respondents. The data obtained from the questionnaire are coded and processed using statistical programs. Data analysis is conducted using quantitative research methods to draw conclusions about the level of public satisfaction with the Gojek application.

The author disseminates the questionnaire to obtain general data about consumers and to obtain perspective variable data that influences users of the Traveloka application. The questionnaire uses semi-open questions, providing answer options while allowing respondents to provide answers that reflect their actual user experiences (Hartatik & Budihartanti, 2023).

Results and Discussion

The analysis results from this research are based on questionnaires distributed to the public, totaling 66 participants. The variables utilized in this study are the frequency of the Gojek application usage impact, measured using the Chi-Square test to identify the relationship between the frequency of Gojek application usage and public satisfaction. The results from the distributed questionnaires are as follows:

Tabel 1.1 Frekuensi Menggunakan Aplikasi Gojek

	Frekuensi	Persen
Sangat Setuju	2	3%
Setuju	21	31,8%
Tidak Ada Tanggapan	16	24,2%
Tidak Setuju	20	30,3%
Sangat Tidak Setuju	7	10,6%
	66	100%

From the data, 10.6% (7 respondents) strongly agreed, 31.8% (21 respondents) agreed, 16.7% (11 respondents) had no response, 31.8% (21 respondents) disagreed, and 9.1% (6 respondents) strongly disagreed. It can be concluded that users who frequently and infrequently use the Gojek application are similar.

Tabel 1.2 Frekuensi Menggunakan Aplikasi Gojek

	Frekuensi	Persen
Sangat Setuju	7	10,6%
Setuju	21	31,8%
Tidak Ada Tanggapan	11	16,7%
Tidak Setuju	21	31,8%
Sangat Tidak Setuju	6	9,1%
	66	100%

From the data, 3% (2 respondents) strongly agreed, 31.8% (21 respondents) agreed, 24.2% (16 respondents) had no response, 30.3% (20 respondents) disagreed, and 10.6% (7 respondents) strongly disagreed. It can be concluded that they frequently use the GoRide service in the Gojek application.

Tabel 1.3 Frekuensi Aplikasi Gojek Dapat Memenuhi Kebutuhan Pribadi

	Frekuensi	Persen
Sangat Setuju	4	6,1%
Setuju	5	7,6%
Tidak Ada Tanggapan	23	34,8%
Tidak Setuju	19	28,8%
Sangat Tidak Setuju	15	22,7%
	66	100%

From the data, 6.1% (4 respondents) strongly agreed, 7.6% (5 respondents) agreed, 34.8% (23 respondents) had no response, 28.8% (19 respondents) disagreed, and 22.7% (15 respondents) strongly disagreed. It can be concluded that users chose not to respond.

This research has several unique aspects:

1. **Relevant and Current Topic:** In this digital era, the use of mobile applications for various services has become an increasingly popular trend. Gojek, as one of the pioneers of super apps in Indonesia, plays an important role in people's lives. Studying how Gojek is used to meet community needs is a relevant and current research topic.
2. **Interdisciplinary Approach:** This research can be conducted with an interdisciplinary approach, combining various disciplines such as sociology, economics, information technology, and even psychology. This allows for a deeper understanding of the phenomenon of Gojek usage in the social, economic, and cultural context of society.

Potential Wide Impact: The results of this research can benefit various stakeholders, such as:

- a. **Community:** Understanding how Gojek can be optimized to better meet community needs.
- b. **Government:** Formulating appropriate policies to support the development of the digital economy and protect consumers.
- c. **Gojek:** Improving service quality and developing more effective business strategies.

Challenges in this research include:

1. Data Access: Obtaining valid and reliable data about Gojek usage.
2. Research Ethics: Ensuring the privacy and security of Gojek user data.
3. Data Analysis: Analyzing complex data with Appropriate methods.

Conclusion

From the research conducted to test the level of public satisfaction regarding the use of the Gojek application to meet community needs, it can be concluded that the Gojek application significantly influences daily life, and the community feels satisfied with several related indicators. This can help the company evaluate its performance. Gojek will understand the factors affecting user satisfaction with its services and can use this for future evaluations of the Gojek application in terms of service quality. Several indicators offered by the Gojek application have proven satisfying, as seen from the distributed questionnaire results. The community feels assisted by the Gojek application because it is easily accessible and can be used flexibly, despite some issues with errors in the application.

In daily life, users also feel quite satisfied with the presence of the Gojek application, as it is useful for personal needs, offers ease of use, reasonable prices, and ensures safety for its users. Overall, the Gojek application is considered important and very useful for meeting community needs. The quality of Gojek's services currently has a significant impact on consumer satisfaction when using the application and attracting more customers.

It is recommended that Gojek maintain these aspects and continue to develop its system in line with technological advancements, as good quality from Gojek can enhance customer satisfaction and increase usage for fulfilling community needs.

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