The Perception of UINSU Students towards GO-JEK Online Transportation Services

by Anang Anas Azhar

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Abstract:

This study aims to determine the perception of Communication Science students of State Islamic University of North Sumatera (UINSU) Medan regarding the quality of services that are owned by GO-JEK Online. The theoretical framework used is new media theory, perception and service quality. This type of research uses methods descriptive quantitative research. The results showed that Communication Science students at Faculty of Social Sciences UINSU Medan had perceived GO-JEK as a good and credible online transportation. It can be seen from the results of physical appearance data, reliability, responsiveness, competence, politeness, credibility, security, access, communication and understanding have been stated well and good by users or consumers of GO-JEK. The results show an average of 79.37%. In terms of reliability which includes the extent to which information is obtained, it is stated that GO-JEK riders will take passengers to their destination make passengers wait a long time.

Keywords:
perception; service quality; GO-JEK

I. Introduction

Humans and technology are two interrelated things. Humans as creators of technology as well as users who rely on its existence. Technology becomes an inherent thing and is always visible in every activity. The development of technology is increasingly fast and cannot be separated from the role of humans who are constantly creating new technology. The main factor for the creation of new technology is the human need for new technology that can help and simplify life.

The development of new technology is a symbol of the progress of a country because the progress of a country is measured based on the science and technology controlled by the country. Humans cannot be separated from the need for technology such as the internet. The existence of the internet has helped humans to communicate, obtain various information, from entertainment to business matters. The presence of sophisticated internet technology has changed the lifestyle of humans, one of which is the style of transportation.

Marophen Simbolon (Stephen P. Robbins, 2008, p. 53) defines perception as a process taken by someone to interpret, organize, and give impressions of one's senses so that they can give meaning to their environment. According to Ismail (2020) perception is a view that is preceded by sensing of objects (objects, humans, ideas, symptoms and events) through the five senses so that it immediately gives meaning and value to an object by highlighting the nature typical of an object and the results of perception can be in the form of responses or judgments that are different from individuals This research will look at a variety of perceptions specifically leading to the quality of services obtained by GO-JEK service users. GO-JEK users or consumers certainly save a variety of different perceptions about the quality of service they have obtained. GO-JEK users with one another certainly have different views.

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Based on the observations of researchers at the Faculty of Social Sciences, State Islamic University of North Sumatra (UINSU) Medan, especially in the Communication Studies Program, researchers see that communication science students have a schedule of lectures that are always early in the morning causing students to rush often. The area of student residence that is difficult to reach by public transportation causes students to need a long time to wait for public transportation. The various problems that come from Communication Science students make them need transportation that can deliver them faster. In this case, Communication Science students rely on GO-JEK online transportation to help and facilitate their activities.

Researchers also observed that there are already many communication science students who use the GO-JEK application as an online transportation service in facilitating activities, especially in the case of shuttle. Researchers often find students who are up and down from GO-JEK online transportation. On this basis, researchers want to know the perception of communication science students at Faculty of Social Science, State Islamic University of North Sumatra (UINSU) Medan towards GO-JEK, especially in terms of the quality of service they receive after using the online transportation service.

II. Review of Literature

2.1 Theory of New Media

According to Leah A. Lievrouw and Sonia Livingstone (2006) new media is information and communication technologies and related social contexts, and infrastructure consists of three components, namely the tools that will be used to communicate or convey information, activities in which people are involved in communicating or sharing information and social arrangements or organizational forms that develop through these tools and activities.

New media is a media with all its characteristics. New media has its own technology, mode of use, scope of service, content and description. New media does not have, be controlled or managed by a single body but is an internationally connected computer network and operates according to a mutually agreed protocol. A number of organizations, especially telecommunications providers and agencies, have a role in new media operations (McQuail, 2009, p. 28-29).

2.2 Perception

The perception of life in society is inseparable from the perception of society. However, that perception is a direct response or acceptance from someone. According to Mc Quail in (Fitriyani, 2011, p. 36) response is an individual process that can change and reject a change as a response to what has been designed to influence knowledge, attitudes, and behavior from the results to be achieved in a communication process.

According to Bimo Walgito (2002, p. 87) perception is a sensation that has been preceded by a stimulus process and an individual who goes through a sensory process. But the process is continued and further processing is a process of perception. Meanwhile, according to Jalaludin Rackhmat (2011, p. 50) the message conveyed by perception can be seen through experiences about tourism objects, or relationships obtained by summarizing information and interpreting messages. But the perception itself is a view of a person or object, and this view can certainly be influenced by various things either originating from within or outside oneself.
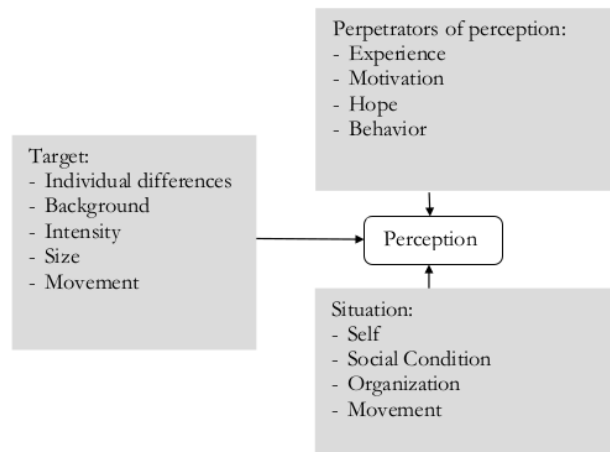
a. Forming Factors Perception

Jalaluddin Rakhmat (2011, p. 54) divides the factors forming perceptions into two parts namely:

1) Functional Factors

Functional factors come from needs, past experiences and various things that are included as personal factors. Krech and Crutchfield formulated the postulate of perception is functional choice. In the case of the proposition means that various objects that get pressure in perception are usually objects that fulfill individual goals at the time of doing perception.

2) Structural Factors

Structural factors that determine perception originate from outside the individual. For example from the environment, culture, the law that is in effect, the values in society are also very influential on individuals when perceiving something. Based on various factors raised by Grace, it can be concluded that functional factors are internal factors originating from within the individual itself, such as experience, motivation, attention and others. While structural factors are external factors originating from outside the individual, such as the environment, the influence of other individuals, and others. Meanwhile Robins (Simbolon, 2008, p. 55) outlines various factors that influence in interpreting sensory messages into a perception, into the following figure, namely:

Figure 1. *Factors forming perception*
Source: Robins (Simbolon, 2008, p. 56)

Based on the figure, it can be explained as follows:

- Perpetrators of perception

Perpetrators of perception, in this case is a forming factor of perception that comes from within a person. When someone looks at something and tries to interpret what has been seen. This is certainly related to past events, desires or motivations, personality, and expectations and attitudes that can change the process of perception. In personal experience the determinants depend on memory. This means that to know a stimulus in a broad sense is the extent to which a person can remember events that have already passed.

- Target

    The target, in this case is a variety of characteristics in the target that will be observed can affect what is perceived. Time is when an object or event that happens to an individual when they see it can affect attention, such as location, light and heat. Associated with the characteristics of a person's perception, goals and events that include individual differences, individual intensity, separation of individual background, size, movement and various other things are an important part of perception.

- Situation

    Situation, in this case, are elements in the surrounding environment that affect individual perceptions and are related to physical balance or personal, social and organizational self. The view of the target is not decisive in remote conditions, the relationship of a target to various backgrounds can affect perception, for example the tendency of individuals to group objects that are very close and similar.

2.3 Quality of Service

Service quality is one of the most important indicators in determining the success of a business, especially those engaged in services. If consumers are satisfied with a service obtained from the company, it can be interpreted as the quality of service in the good category. If the service quality of a company is considered good, consumers will certainly feel satisfied and will be loyal to the company, so that it will affect the profits to be received by the company. Therefore, every company must always pay attention and train employees in providing good service quality for their customers.

The word quality has many different definitions and varies in terms of conventional to more strategic things. Conventional definition in terms of quality usually shows the characteristics directly from various products such as performance, reliability, easy to use, aesthetics, and so on (Gaspersz, 2002). Juran defines quality as conformity when using (fitness for us). Next Tangkilisan (2005, p. 219) divides service quality indicators as follows:

1. Physical appearance (Tangible) includes operational facilities provided whether it is in accordance with the needs in carrying out the task or not.
2. Reliability includes how precisely the information provided to the client is accountable.
3. Responsiveness, namely the responsiveness of providers or service providers in responding to complaints or complaints from clients.
4. Competence includes how the ability of officers to serve clients, whether there is training to improve the ability of employees or partners in accordance with the development of tasks.
5. Courtesy, namely how the attitude of officers in providing services to clients. Is good and as expected.
6. Credibility includes the reputation of the office, costs incurred, and the presence of officers during working hours.
7. Security, namely whether there is providing security guarantees to clients in the mechanism.
8. Access includes ease of information, cheap and easy contacting officers, ease of reaching the destination location, and various facilities in the procedure.
9. Communication includes how officers explain the procedure, whether the client immediately get a response or quickly respond if an error occurs, the extent to which complaints are answered immediately, whether feedback takes place quickly and well.
10. Understanding (understanding the customer) includes accountability to the public, the mechanism of accountability to the public, what is accountable to the public, how the involvement of other interest groups when making decisions.

2.4 GO-JEK

GO-JEK is a company originating from Indonesia and is the first taxibike online company in Indonesia and a social-tech technology company that aims to improve the welfare of workers in various informal sectors in Indonesia. GO-JEK was founded by Nadiem Makarim and started in 2010 as a two-wheeled transportation company via telephone calls, GO-JEK has now grown into a leading on-demand mobile platform and application that provides a full range of services ranging from two-wheeled transportation (GO-RIDE) up to four wheels (GO-CAR), logistics, payment, food delivery services, and various other on-demand services.

The entire menu displayed on the GO-JEK application has a variety of attractive offers that make consumers happy to use it. Service with a very large number makes it easier to meet the needs and desires, especially when consumers are faced with an urgent situation. Only through applications that are clicked on smart phones, consumers can obtain various benefits efficiently.

III. Research Method

The approach used in this research is a quantitative approach. This research is a quantitative study using descriptive study methods. Quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine specific populations or samples. Sampling techniques are generally carried out randomly, collecting data using research instruments, analyzing quantitative or statistical data with the aim of testing established hypotheses (Sugiyono, 2012, p. 7).

Descriptive research methods are used to solve and answer problems that occur in the present. It's done by taking the steps of collecting, classifying and analyzing or processing data, making conclusions and reports with the main aim of making a description of a situation objectively in a description (Mohammad Ali, 1982, p. 120).According to Sugiono (2015, p. 34), Quantitative Method is used if:

a. If the problem which is the starting point of the research is clear. The problem is the deviation between what should be and what happened, between the rules and the implementation, between theory and practice, and between the plan and the implementation.
b. If researchers want to get broad information from a population. Quantitative research methods are suitable for obtaining broad but not in-depth information.
c. If you want to know the effect of certain treatments on others. For this purpose the most suitable experimental method is used.
d. If the researcher intends to test the research hypothesis.
e. If researchers want to get accurate data.
f. If you want to test the existence of doubts about the validity of certain knowledge, theories, and products.

IV. Result and Discussion

The results of this study obtained a variety of perceptions specifically leading to the quality of service obtained by GO-JEK service users. GO-JEK users or consumers certainly save a variety of different perceptions about the quality of service they have obtained. GO-JEK users with one another certainly have different views. Good and bad views of various consumers are the results that consumers get and feel after using the services of GO-JEK.

This view is an illustration of the quality of GO-JEK services.

Perceptions of service quality seen only limited to physical appearance (tangible), reliability, responsiveness, competence, courtesy, credibility, security, access, communication and understanding the customer.

The results of research on the perception of the quality of GO-JEK online transportation services among UINSU Communication Studies students, in terms of physical appearance the majority stated that the GO-JEK application is easy to access in terms of menu display and application functions. The majority of respondents also stated that GO-JEK provides facilities that are in accordance with the needs of consumers in terms of the facilities they have obtained after using GO-JEK. Furthermore, the majority of respondents also stated that the facilities provided by GO-JEK were interesting. Therefore, it can be said that respondents have perceived GO-JEK's physical appearance as good and good.

The results of research data on reliability which includes the extent to which the information provided shows that the majority of respondents expressed strongly agree that GO-JEK drivers always provide direction and require passengers to use helmets for safety on the trip. In addition, the majority of respondents stated that GO-JEK drivers knew the exact information about the road to the destination location. But on the other hand, the majority of respondents also stated that GO-JEK drivers who would take passengers to their destinations made passengers wait a long time.

The research also shows the results of responsiveness which includes the responsiveness of the provider or the ability of GO-JEK in responding to consumer complaints get the answer that the majority of respondents said your response or complaint responded well by the GO-JEK service. The majority of respondents also expressed their strong agreement if GO-JEK services were responsive in responding to consumer complaints. Next, the majority of respondents said that they really agreed if GO-JEK directly responded to the complaints that consumers gave. Therefore, it can be said that respondents have perceived GO-JEK's physical appearance as good and good.

The research findings also showed that the majority of respondents stated that GO-JEK drivers were not very timely in picking up passengers according to the information in the application. Regarding courtesy which includes the attitude of GO-JEK drivers in providing services to consumer shows that the majority of respondents stated that GO-JEK drivers have a polite attitude in serving consumers. The majority of respondents also stated that GO-JEK drivers have a friendly attitude in serving customers.

Credibility includes the company's reputation, costs incurred, and the presence of GO-JEK drivers during working hours also shows the results of the data that the majority of respondents stated agree if consumers prefer to use GO-JEK than online transportation and other public transportation. The majority of respondents also stated that GO-JEK's reputation, especially GO-RIDE, as online transportation is good for consumers. In addition, the majority of respondents stated that the cost spent by consumers was in accordance with transportation services obtained from GO-JEK. Next, the majority of respondents stated that being neutral towards GO-JEK questions was better than other online transportation.

The majority of respondents said they felt safe when traveling use GO-JEK services. The majority of respondents also stated that they were neutral with GO-JEK driver questions,

often violating traffic signs when delivering passengers. The majority of respondents said GO-JEK drivers were careful in driving their motorbikes when delivering passengers.

The research findings also include an ease of information, cheap and easy to contact drivers. The majority of respondents stated that GO-JEK drivers who deliver passengers are easy to contact. Furthermore, regarding communication and understanding (understanding the customer) shows that the majority of respondents expressed strongly agree if the GO-JEK driver immediately apologized if there was inconvenience when taking the passengers. Therefore, it can be said that respondents have perceived communication and understanding the customer GO-JEK is well and good.

V. Conclusion

Communication Science students at Faculty of Social Sciences UINSU Medan have perceived GO-JEK as good, well and credible online transportation. It can be seen from the results of the data that the physical appearance (tangible), reliability, responsiveness, competence, courtesy, credibility, security, access, communication and understanding the customer has been said to be good and well by GO-JEK users or consumers who in this case are students of Communication Sciences at Faculty of Social Sciences UINSU Medan. It's just that for reliability which includes the extent to which the acquisition of information stated that GO-JEK drivers who taking the passengers to their destinations make passengers wait a long time. Passengers must wait for GO-JEK driver for a long time even though the location provided in GO-JEK application is in accordance with the waiting location but GO-JEK driver still takes the passenger for a long time.

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