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USER SATISFACTION ANALYSIS OF GOJEK APPLICATION USING END-USER COMPUTING SATISFACTION (EUCS)

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Abstract: At the first time, Gojek application is the online transportation services, but now it has various services. Online transportation services in the Gojek application are GoRide and GoCar. Analysis of application performance can be done to determine the user satisfaction. The aim of this research is to analyze the Gojek application user of satisfaction, especially GoRide and GoCar online transportation services. This research consists of 3 steps. The steps are making research model and adopting questionnaire, validity and realibility test and data analysis. Evaluation is done using 5 dimensions of End User Computing Satisfaction (EUCS). It consists of content, accuracy, format, easy of use and timeliness. In addition, the demographic factors of the respondents were also added, namely gender, age and occupation. There are 100 respondents in this research. The result of this research are the user satisfaction of Gojek application, especially GoRide and GoCar, can be categorized as very satisfied. The dimensions of EUCS and demographic factors have positive affect to user satisfaction. Gojek application can develop by increasing the accuracy of information and timeliness.
Keywords: EUCS, content, accuracy, easy of use, timelines, user satisfaction

INTRODUCTION

Human life today cannot be separated from the support of information and communication technology. Internet support has impact of the activities in various fields of human life in the world. Internet users always increases in the world including Indonesia every year.

Based on the results of survey by Asosiasi Penyelenggara Jasa Internet Indonesia (APJII), internet users in Indonesia reached 215.63 million people in the period of 2022-2023. The large number of internet users and high mobility in the productive age group has opened up opportunities for the development of online businesses.

Based on the 2020 population census published in the databox, the majority of Indonesia's population is in the productive age group, namely 68.7% or 188,349,404 people. The productive age group is a group that has an age range from 15 to 64 years old. In general, the productive age group has high mobility. High mobility is usually concentrated in big cities.

One online business that has the opportunity to develop in big cities is the online transportation service business. One of the growing online transportation companies is Gojek. Now, Gojek is not only has the transportation services as GoRide and GoCar, but also has food services (Gofood), shopping services (GoMart), delivery services (GoSend) and others.

According to the Google Play Store application, Gojek application has been downloaded by more than 10,000,000 users and it has rating 4.6 of 5. There are more than 4.9 million users who have provided their reviews. The users who gave 1 star reviewers were 266,904 (5.39%) users, 2 star reviews were 68,096 (1.37%) users, 3 star reviews were 111,568 (2.25%) users, 4 star reviews were 373,581 (7.54%) users and 5 star reviews of 4,128,762 (83.42%) users.

Based on these data, the Gojek application has good value. However, it encourages to analysis the service expectations of the Gojek users. There are several approaches that can be used to analyze application user satisfaction, one of them is the End User Computing Satisfaction (EUCS) approach.

The purpose of this study analyzes the satisfaction level of users expecially of transportation services, GoRide and GoCar on the Gojek application using the End User Computing Satisfaction (EUCS) method.

Evaluation use 5 dimensions, Content, Accuracy, Format, Easy of Use and Timeliness. This study also adds user demographic variables such as gender, age and occupation.

RESEARCH METHODS

The object of this research is the Gojek application which has GoRide and GoCar transportation services. Goride and GoCar have the same information. The informations consist of destination and pick-up locations, routes, fees and payment facilities, driver and vehicle. Figure 1 is screenshoot of GoRide and GoCar display.

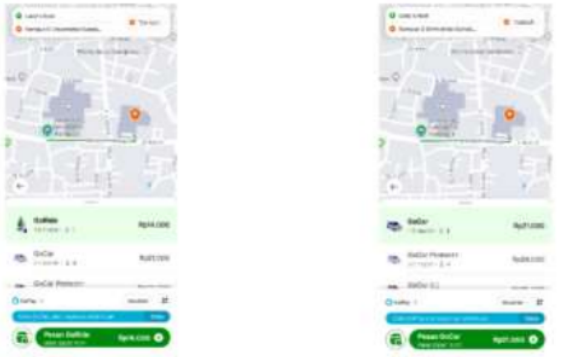


Figure 1. GoRide and GoCar Display

This research consists of 3 steps, namely making research model and adopting questionnaire, validity and realibility test and data analysis. The first step of research is making a research model to provide research direction and then adopting the instruments to arrange the questionnaire according the research model as shown in figure 2.

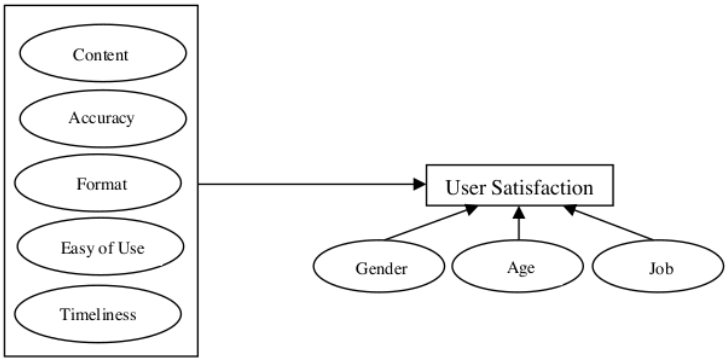


Figure 2. Research Model

The questionnaire consists of 20 questions that catagorized into 5 EUCS dimension namely content, accuracy, format, ease of use and timeliness. Assessment uses a Likert scale with a value of 1-5. The second step is to test the validity and reliability of the questionnaire. The aims to determine the level validity and reliability of the questionnaire as the measuring tool in this study. The test was for 30 respondents. The results have rtable = 0.361, the lowest rcount = 0.621 and the highest = 0.874, that indicate rcount > rtable so that the all variables are valid. The results of Cronbach's Alpha calculations are 0.921 which indicates the all dimension in this questionnaire are reliable. The third step is data collection that aims to collect data from respondents, categorize and make visualization data.

The aim of the data analysis step is to find out how user satisfaction in each dimension and demographic characteristics. Data analysis was done by calculating the average level of satisfaction based on the results of the assessment dimension.

RESULT AND DISCUSSION

The number of respondents in this research were 100 people with the demographic characteristics of the respondents as shown in the table 1.

Table 1. Respondents Demographic Characteristics

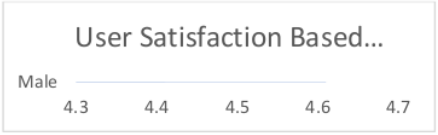
Demographic		Frequency (person)	Frequency (%)
Gender	Male	24	24
	Female	76	76
Age	12 – 16	2	2
	17 – 25	57	57
	26 – 35	26	26
	36 – 45	7	7
	46 – 55	8	8
Ocupation	Student	45	45
	Employee	49	49
	Entreprenuer	1	1
	No job	4	4
	Others	1	1

Based on the research results, the content score = 4.54, accuracy = 4.29, format = 4.50, ease of use = 4.59 and timeliness = 4.34. The average value of all dimensions is 4.45. Based on the scores, the Gojek application, especially GoRide and GoCar services, has scores at intervals of 4.20 – 5.00 so it described the users are very satisfied. The score of dimension can be seen in Figure 3.

Figure 3. User Satisfaction

Figure 3 show the highest level of user satisfaction is the ease of use dimension. It means that the most satisfy when users operate the application, they feel easy and do not waste time and effort. The lowest dimension is accuracy which indicates that users who receive information feel the less satisfied than the others. Likewise for timeliness dimension, users also feel less satisfied than easy of use, content and format.

The users are very satisfied with the relevance of information and display format. The user satisfaction level viewed from the demographic characteristics namely, gender, age and occupation can be seen in Figure 4.



a. Based on Gender

b. Based on Age

c. Based on Ocupation

Figure 4. User Satisfaction Based on Demographic Characteristics

The user satisfaction of the Gojek application, especially GoRide and GoCar based on user demographic characteristics was visualization on figure 4. Figure 4a shows that male has more higher level of user satisfaction than female. The male has score = 4.61 and female has score = 4.41. Figure 4b shows the oldest age (46 – 55) has score = 4.58. It is the highest user satisfaction. The lowest user satisfaction is the user who has the interval age 36 – 45, it's score 4.35. The age categorization 12 – 16 and 17 – 25 have almost the same satisfaction level scores, namely 4.42 and 4.43. Figure 4c shows that the ocupation categorization that have the highest level of user satisfaction is others, it's score 4.8 while the lowest are no job, it's score 3.82.

CONCLUSION

Based on the research results, there are the following findings

- Dimensions of content, accuracy, format, easy to use and timeliness affect the level of user satisfaction
- Each dimension has a very high score
- Dimensions of accuracy and timeliness have the lower score than the average score
- User demographic factors affect the level of user satisfaction

It can be concluded that the user satisfaction of Gojek application, especially GoRide and GoCar, can be categorized as very satisfied. However, there are still opportunities to develop applications by increasing the accuracy of information and timeliness

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