

ABSTRACT

The needs of transportation is increasingly growing due to the high mobility. Demand is increasing, especially for private vehicles. The dominant use of private vehicles causes people leave public transport. Indonesia is one of the countries that exceed their personal vehicle use public transport. The use of private vehicles which exceed the use of public transport causing congestion. The phenomenon of traffic congestion makes some companies start up to issue a product in the form of public transportation services. One of the famous company is Go-Jek. Go-Jek is an innovation of conventional motorcycles to modern motorcycles. PT Go-Jek Indonesia is a start-up company with the largest growth in Indonesia. Go-Jek has receive more than one million orders in July since it was launched in January 2015. Order Go-Jek using an application that can be downloaded in the Play Store on Android based gadgets and App Store on iOS gadgets.

Go-Jek as a company that offers transportation services must be responsive to the services provided to consumers. Go-Jek must understand that the criteria for the services provided to customers is not just determined by the company, but also based on customer expectations. This study will measure performance, importance, and degree of correspondence between the performance and the importance on transportation services of Go-Jek. The quality of transport services of Go-Jek is measured by the variable quality of transport services according to the International Standard UNE-EN 13 816 which is consists of sub variables availability, access, information, time, customer service, comfort, safety, and environment.

Methods of data collection is done by distributing questionnaires to the respondents who had used the transportation service Go-Jek especially Go-Ride in operational areas of Jabodetabek, Bandung, Surabaya, Bali, and Makassar. Respondents were obtained as many as 400 people. Data processing using IPA (Importance Performance Analysis), the conformity of the respondents, & performance importance category.

Gojek customer ratings on performance is high. Access to transportation services have the highest performance. Importance is high category. Comfort is regarded as the most important factor by customers. There is conformity between performance and importance. Based on IPA diagram, the first quadrant region includes the accuracy of arrivals/departures, protection against weather, vehicle cleanliness, and monitoring of the area. Second quadrant region includes ticket procurement, geographic accessibility, frequency of services, travel fees, personnel access, the style of starting off/braking, driving style (comfort), driving style (safety), and lighting. Third quadrant region include links to other transport systems, customer care, addressing complaints/suggestion, answering questions, supervision of policeman / driver, used energy source, emission class, vehicle noise, & odor and dust production. Fourth quadrant region includes time accessibility, availability of services, marketing, and ride elements.

Gojek must maintain the high performance especially in terms of access to transportation services. Comfort is the most important thing based on customers choice should be prioritized to build customer loyalty and satisfaction.

Keywords: Transportation; Quality of Service; The International Standard of UNE-EN 13816; Importance Performance Analysis; The Level of Conformity