ANALYSIS OF CUSTOMER EXPERIENCE AND CUSTOMER SATISFACTION OF GO-JEK APPLICATION BASED INFORMATION TECHNOLOGY SERVICES IN MANADO

ANALISIS PENGALAMAN PELANGGAN DAN KEPUASAN PELANGGAN APLIKASI GO-JEK BERBASIS JASA TEKNOLOGI INFORMASI DI MANADO

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Abstract: *Technology is affecting the life of every individual both qualitatively and quantitatively in the present age. The quick expansion of information technology has imbibed into the lives of millions of people and introduced major changes in the worldwide economic and business atmosphere. This research aims to analyze the customer experience and customer satisfaction of Go-Jek application in Manado. Technology is utilized by one of the online transportation companies in Indonesia, namely PT.Go-Jek Indonesia.With the existence of PT.Go-Jek Indonesia, create a new digital era in the Indonesia market, especially in technology services. People now have so many services that can be order through the Go-Jek application-based information technology in a smartphone. PT.Go-Jek Indonesia provide something thats really needed in the society.In the Go-Jek application there is available a variety of service to offer for consumers and several feature that's already available in Manado that is to order food (Go-Food), transportation (Go-Ride for motorcycle and Go-Car for car), send goods or things (Go-Send), cashless transaction system (Go-Pay), buy in a particular shop (Go-Mart). The type of this research is qualitative research. The method used in this research is snowball sampling that get 12 respondents who fulfill the requirement to be interviewed.*

Keywords: *information technology, customer experience, customer satisfaction, go-jek.*

Abstrak: *Teknologi memengaruhi kehidupan setiap individu baik secara kualitatif maupun kuantitatif di masa sekarang. Ekspansi cepat teknologi informasi telah menyerap kehidupan jutaan orang dan memperkenalkan perubahan besar dalam atmosfer ekonomi dan bisnis di seluruh dunia. Penelitian ini bertujuan untuk menganalisis pengalaman pelanggan dan kepuasan pelanggan aplikasi Go-Jek di Manado. Teknologi dimanfaatkan oleh salah satu perusahaan transportasi online di Indonesia, yaitu PT.Go-Jek Indonesia. Dengan adanya PT.Go-Jek Indonesia, menciptakan era digital baru di pasar Indonesia, khususnya dalam layanan teknologi. Orang-orang sekarang memiliki begitu banyak layanan yang dapat dipesan melalui teknologi informasi berbasis aplikasi Go-Jek di smartphone. PT.Go-Jek Indonesia menyediakan sesuatu yang sangat dibutuhkan di masyarakat. Dalam aplikasi Go-Jek tersedia berbagai layanan untuk ditawarkan kepada konsumen dan beberapa fitur yang sudah tersedia di Manado yaitu untuk memesan makanan (Go-Food) , transportasi (Go-Ride untuk sepeda motor dan Go-Car untuk mobil), mengirim barang (Go-Send), sistem transaksi tanpa uang tunai (Go-Pay), beli di toko tertentu (Go-Mart). Jenis penelitian ini adalah penelitian kualitatif dan metode yang digunakan dalam penelitian ini adalah snowball sampling yang mendapatkan 12 responden yang memenuhi persyaratan untuk diwawancarai.*

Kata kunci: *teknologi informasi, pengalaman pelanggan, kepuasan pelanggan, go-jek.*

INTRODUCTION

Research Background

Today's technology has become an indispensable thing for human beings and plays an important role in everyday life. An activity or work used to be done without technology makes the activity becomes less efficient so that the time spent for a job more and more. But as time goes by, technological developments grow rapidly from day to day, making human life more helpful with highly advanced technological conditions. Technology is utilized by one of the online transportation companies in Indonesia, namely PT.GO-JEK Indonesia.

They create an application-based information technology called GO-JEK. In Indonesia, PT.GO-JEK Indonesia Company becomes an innovation in IT-shaped technology (Application of GO-JEK) which presents solutions for various needs of the Indonesian people. To support the GO-JEK application services, PT.GO-JEK Indonesia have GO-JEK Drivers which as a working partner to deliver the serivces from the application to the customers.

Now PT.GO-JEK Indonesia is available at Manado, GO-JEK operates in Manado on June 15th, 2016 and headquarters in Ruko No.1A Boulevard Manado. GO-JEK provides people needs with GO-JEK application in a new way with technology services. Definitely there will be a lot of various responses about customer experiences and customer satisfaction while using GO-JEK application based information technology that is offered by PT.GO-JEK Indonesia in Manado city.

Research Objective

1. To analyze how the Customer Experience of GO-JEK Application based Information Technology services in Manado.
2. To analyze how the Customer Satisfaction of GO-JEK Application based Information Technology services in Manado.

THEORETICAL FRAMEWORK

Marketing

Marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. Kotler and Armstrong (2010).

Customer Experience

The concept of "Customer experience" comes from the book "Experience Economy" by Pine and Gilmore. The writers have the definition of experience as the chance that appears after goods, services and commodities. Customer experience is considered the entire interaction among customers and products, companies, or other segment of a firm that derives a reaction LaSalle and Britton; Shaw and Ivens, (2005)

Customer Experience in Online Environment

Recent researches in communication and psychology has determined two basic element in evaluating human experience (cognitive and affective element) Blumler, (1979) and Forgas, (2000). The beneficial factor indicates the emotion that is coming for environmental stimuli interaction when cognitive feature emphasize on process of information aspect and experience which create information processing and receiving. These two elements have conceptualized hedonic and utilitarian elements.

Online Community Experience (OCE)

Experience means a direct observation of an individual or engagement in a phenomenon or activity. OCE which is abbreviated of inline community experience is the total experience that a customer used from their activities in online space. Especially, this event highlights a member of a community like customers emotion based on their interaction in online environment like in firm hosted online product community Nambisan an Watt (2011)

Customer Satisfaction

Satisfaction is defined as 'pleasurable fulfillments'. A consumer senses that consumption fulfills some need, desire, goal, or so forth, and that this fulfillment is pleasurable. It is the consumer's sense that consumption provides outcomes against a standard of pleasure versus displeasure Oliver (1999)

Information Technology

      Lai and Mahapatra (1997) define the term IT in a broad sense as "technologies dedicated to information storage, processing and communication." These authors emphasize "this notion of IT focuses on the hardware, software, telecommunication and office equipment that transforms raw data to useful information, adding new value in the process".

IT as Initiator

      Chan (2000) defines an initiator as an agent of change. A causal relation is developed from this definition and a "Why" question as well. Hammer and Champy (1993) also states that "An important technology first creates a problem, and then solves it". This statement shows that new operations may be initiated by the use of the available IT. Thus, IT becomes an initiator as it lets people recognize a powerful solution before seeking the problem it may solvs

IT as Facilitator

      IT may serve as an aid to make work less complicated or workload lower. Thus, Chan (2000) notes that there is a need to design some new product to fulfill those new requirements or to create some new operations to accomplish those new functions. These products may not be necessarily new inventions. They may actually be forms of current technology, repackaged for the new need and current environment Chan and Choi, (1997).

      This can be viewed as a "What" decision. As an example, in order to facilitate the use of computer imaging, an imaging system would have to be developed to include the operations of image preparation, image capturing, image transmitting, and image receiving, and image database management. IT also acts as a facilitator, because the design of a new operation may necessitate the creation of a new product.

IT as Enabler

      As discussed in Chan and Choi (1997), an enabler is something that offers the ability or the necessary assistance to accomplish something. Using IT as change 8 agent does not mean to throw computers on the problem. They will, in most case, speed up work and lead to temporary improvements, but the root of the problem will not be removed, but temporarily covered. In order to perform the necessary operations, procedures have to be followed and implemented. As another point of view, some new products are expected to be innovated after a "What" decision. In order to utilize these innovations, developments may cause some new procedures to maximize gains and to meet the intended objectives Chan and Choi, (1997). Those procedures can be defined as the answers to the "How" question and are steps to be followed in order to achieve successful operations.

E-Business

      E-Business (Electronic Business) is the process that companies are using to do business using network. Occurs when connecting a company's computer systems to its customers, employees, distributors or suppliers, and all interact through the Internet, Intranet or Extranet's.

      E-business is very often understood just as the financial and commercial transactions online Aston and Schwarz, (1992) Cronin, (1994), thus using the definition of E-Business interchangeably with E-Commerce concept.

Previous Research

      Information and Communication Technology and Customer Satisfaction in the Nigerian Banking Industry by T. T. Alabar and R. J. Agema. The study explain about Information and communication technology (ICT) in the Nigerian banking industry is generally believed and seen to have dramatic influence on the level of customer satisfaction in recent times. As a prerequisite for banking efficiency, and indeed customer satisfaction, one wonders whether the current state of ICT in the industry offers the desired level of satisfaction.

Conceptual Framework
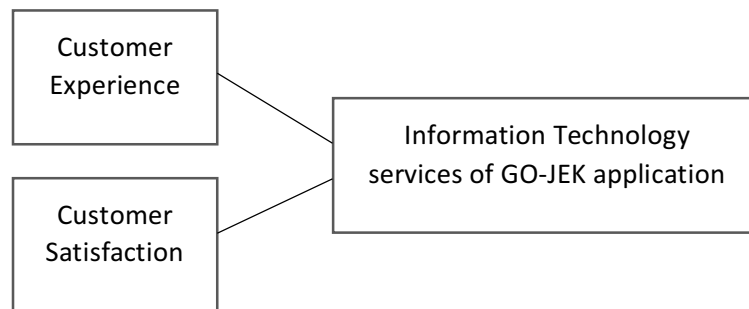
This research aim to analyze the customer experience and customer satisfaction of Go-Jek application based information technology services.

Figure 1. Conceptual Framework
Source: Data Processed, 2017

RESEARCH METHOD

Type of Research
The type of this research is qualitative research methodology. The method used in this research is Snowball Sampling.

Place and Time of Research
This research was conducted in Manado, from September to October 2017.

Population and Sample
Population is the entire group of people, events or things of interest that the researcher wishes to investigate Sekaran and Bougie, (2010). In qualitative research the population is not used, but by Spradley called it as ''Social Situation'' which consists of three elements place, actor, activity. The sample in this research is Customer of Go-Jek application in Manado.

Sugiyono (2007) stated Sample in qualitative research is not called as respondent but as a source, participant, informant, friend, and teacher in research process. Sample in qualitative research is also not in form of statistical sample, but instead theoretical sample because the objective of qualitative research is to find theories. Sample of this research is the customers who used Go-Jek application.

Data Collection Method
According to Hair et al (2006) primary data are the result of conducting some type data needed for this research were gathered through interview and observation in the social situation. Within this study, primary data were taken from interviews and observations, and Secondary data were taken from books, journals, articles, relevant literature from library, internet, and all related information to this study.

Operational Definition of Research Variable
Customer experience is considered the entire interaction among customers and products, companies, or other segment of a firm that derives a reaction.

Satisfaction is defined as 'pleasurable fulfillments'. A consumer senses that consumption fulfills some need, desire, goal, or so forth, and that this fulfillment is pleasurable.

Data Analysis Method
Validity and Reliability
To ensure reliability and validity of qualitative research, it is helpful to uses triangulation. Triangulation is the effort to check the accuracy of data or information obtained by researchers from a variety of different perspective by reducing as much as possible the differences that occur when the author collecting data analysis Moleong, (2006: 132). Triangulation involves using multiple data sources in an investigation to produce understanding.

Qualitative Data Analysis

According to Hair et al (2007: 87), there are several steps in qualitative data such as:
a) Data collection is the process where researcher found information or data from any kind of source as books, internet website and gather deeper information from information
b) Data reduction, involves selecting, simplifying and transforming the data to make it more and understandable
c) Data display, helps qualitative researcher to organize information and view it in a way than enable them to identify linkages and develop explanation that relate their findings to existing theories.
d) Drawing and verifying conclusion, drawing conclusion involves deciding what identified themes and patterns and how they help to answer the research question. Verification involves checking and re-checking the data ensure the initial conclusion is realistic, supportable and valid.
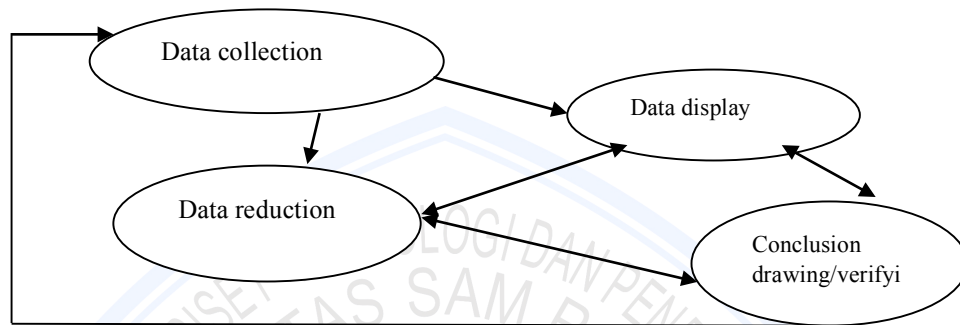e)

Figure 2. Steps in qualitative data analysis
Source: Research Method for Business (2007)

RESULT AND DISCUSSION

Interview Result
Informant 1

Informant 1 is a customer who live in Pakowa. According to informant 1, she frequently used the Go-Jek application is several times a week. She first got information about Go-Jek application from advertising on a billboard. Then she downloaded the application and start to used it. She stated that she satisfied with Go-Jek application especially for the Go-Food services because she is like to eat. The other services she always used is the Go-Ride services that offer transportation. Overall, she was satisfied with the Go-Jek application but she got lots of experience. According to Informant 1 she also had a good experience when used Go-Jek application because she once forgot her shopping bags in the car when she ordered Go-Car transportation from GO-JEK application. She contact the driver and the driver said that he found her shopping bag and the driver shortly came to return her shopping bags. She glad the Go-Car driver is an honest and good person. Besides that, the services on Go-Jek application is good and had an affordable price. Other experience is she once had a bad experience when used the Go-Jek application. Informant 1 stated that Several times she got bad services from Go-Jek driver. Ordered Go-Food from Go-Jek application and the food is already cold and the food package was broken when she received it.

Informant 2

Informant 2 is a customer who lives in Pakowa. He got information about Go-Jek from his friend. He frequently use the Go-Jek application is once a day. Informant 2 said that at the first he didn't understand to use the Go-Jek application but after used it several times, he got used to it. The favorite services from Informant 2 is the Go-Ride services that offer transportation. He really satisfied with Go-Jek application services that had lots of services to offer. He is also used the other services on Go-Jek application but not often like Go-Ride services. According to informant 2, the experience as long he used the Go-Jek application, he always get a good experience. He told that Go-Jek application had a cheap price in transportation which help him when he want to go to his destination fast and efficiently. But not just good experience he had, Informant 1 stated he ordered Go-Ride from Go-Jek application, the Go-Jek driver drive his motorcycle so fast and also disobey the law like trespassing the

traffic light. The Go-Jek driver almost make him crash on the road. That's just happened once when he used Go-Jek application, stated informant 2.

Informant 3

Informant 3 is a customer who lives in Malalayang. She got information about the Go-Jek application from social media, Instagram, Facebook through friends who have used Go-Jek application. She frequently used Go-Jek application is several times in a week. According to Informant 3, she often used the Go-Ride services on Go-Jek application as a her main transportation in daily activities. She had an Online Shop and she stated that the Go-Send services from Go-Jek application really helpful for her to run her Online Shop business. Informant 3 said she really satisfied and gratefully for this Go-Jek application that help her in her daily activities. She also had a good experience when used Go-Jek application especially in Go-Send services. According to informant 3 that some of the GO-JEK driver is not honest when work. They ask more money for the services that ordered from GO-JEK application, that was a bad experience she said.

Informant 4

Informant 4 is a customer who lives in Bethesda. According to Informant 4, he first got information about the Go-Jek application from his friend's recommendation. According to the explanation of informant 4, the frequency he used Go-Jek application is once a day. He usually used Go-Jek application services which is Go-Ride services and Go-Mart services. Informant 4 stated that the Go-Ride services is his favorite services on Go-Jek application. As a customer of Go-Jek application, he really satisfied with the application and the services. He had a good experience with Go-Jek application and according to informant 4 he remember that once he forgot to bring his wallet. He was ordered Go-Ride transportation from Go-Jek application and already on his way with the Go-Jek driver. When he arrived at his destination he said that he forgot to bring his wallet but the Go-Jek driver said its okay and the drivers not ask for the money, the drivers gave him a free ride. That's a good experience when used Go-Jek application according to informant 4. He also had a bad experience with Go-Jek application, informant 4 stated that there was some Go-Jek driver that completed his order on Go-Jek application without do it first. It was completely cheating the system in order to get drivers points.

Informant 5

Informant 5 is a customer who lives in Kleak. The Go-Jek application was recommended by his college friends. He usually used Go-Jek application is once a day. He also said that he often order Go-Ride services on Go-Jek application and Go-Food services. According to informant 5, the benefit of Go-Jek application felt when he want to go somewhere and want to eat something, it's just ordered from one application. Informant 5 stated that he satisfied with Go-Jek application, the services and the price is affordable. He said that for the experience when used Go-Jek application, he had good and bad experience. For the good experience, he told that Some of the Go-Jek driver sometimes help customers with so many way and to make customer comfortable with them when customer used the Go-Jek services. For the bad experience informant 5 said that when he ordered Go-Food from Go-Jek application, he found that the food is not what he ordered. The Go-Jek driver bring the wrong food from the wrong restaurant that he didn't choose. That's make informant 5 disappointed after all the good experience and services.

Informant 6

Informant 6 is a customer who lives in Kleak. According to informant 6, he used Go-Jek application since Go-Jek available in Manado. Since the first time he used Go-Jek application, he thought to used Go-Jek application is hard to use according to Informant 6. He used Go-Jek application is once a day. For the services and the price of Go-Jek application, Informant 6 stated that he satisfied with Go-Jek application. According to Informant 6, he had good experience when used Go-Jek application like once when he ordered Go-Food from Go-Jek application, the Go-Jek driver gave me free delivery cost because the driver is my friend.

Informant 7

Informant 7 is a customer who lives in Wanea. According to informant 7, he used Go-Jek application because of the recommendations of his family member. The frequency he used Go-Jek application is about several times a week Information about Go-Jek application was obtained from his friend and family member who has already become a loyal customer of Go-Jek application. After his first time trying the Go-Jek application, he felt the Go-Jek application was very different from the other application that she found on the online application.

According to informant 7, she had good experience like when she ordered Go-Food from Go-Jek application, the driver bring the wrong order but the driver kindly want to go back to the restaurant to change it even the restaurant is far. She think thats really nice, make us customer for not dissapoint with the GO-JEK services. As the customer of Go-Jek application, Informant 7 stated that she really satisfied with the Go-Jek application.

Informant 8

Informant 8 is a customer who lived in Wanea. Informant 8 got information about the Go-Jek application through social media and his family member recommendations, and he frequently used the Go-Jek application once in a month. She usually used the Go-Jek application for ordered the Go-Ride services as a transportation.Although, according to her judgment, there is a disadvantages of Go-Jek application rather than public transportation, but she still felt satisfied because for the services of Go-Jek application she thinks that Go-Jek is one step ahead than the public transportation because Go-Jek application is a application that connected to the internet. According to Informant 8, she was satisfied with Go-Jek application and had a good experience with Go-Jek application like Go-Jek application really provide what she needed. If her hungry, she just need to open the application on her smartphone, select restaurant and menu and order it, so simple. What a good application from PT.Go-Jek Indonesia.

Informant 9

Informant 9 is a customer who lives in Wanea. Informant 9 gets informed about the Go-Jek application through the recommendations of her friends. She often used the Go-Jek application, the frequently of she used the Go-Jek application was once in a week. According to informant 9, she used the Go-Jek application since the Go-Ride services is available at the Go-Jek services and since that she become a loyal customer of Go-Jek application. She usually used the Go-Ride services when she wants to go to her destination. The benefit felt by informant 9 during his experience of Go-Jek application is that back in the time when she want to go to office she need to walk about 10 minutes from her home to get the nearest transportation. But now with Go-Jek application, she just need to wait at her home and the Go-Jek driver will come. That's one of her good experience when used the Go-Jek application. Informant 9 stated that she was satisfied with the services and the existence of Go-Jek application.

Informant 10

Informant 10 is a customer who lives in Malalayang. According to informant 10, his reason for used Go-Jek application was because his friends have told that Go-Jek application was providing many services in one application. He frequently used the Go-Jek application is several times in a week. Informant 10 felt the services still need an improve to met the customer satisfaction. According to Informant 10 he had a bad experience with Go-Jek services, he ordered Go-Send from Go-Jek application, he told to the Go-Jek driver that he is about to delivery a cake. So he told to the driver to be carefull with it. But when the Go-Jek driver arrived at the destination with the cake, it was damaged and its totally a mess. Thats really a dissapointing services.

Informant 11

Informant 11 is a customer who lived in Pakowa. Informant 11 got information about Go-Jek application from his friend. He frequently used the Go-Jek application is several times in a month. According to Informant 11, he had a good experience with Go-Jek application. He stated that the Go-Jek application provide a services in transportation and make people easier to get transportation. Informant 11 stated that he had good experience with Go-Jek application, some of the Go-Jek driver really care about customer wants when do the order of the Go-Jek services. Thats really a good services from Go-Jek. He really satisfied with Go-Jek application and also the services.

Informant 12

Informant 3 is a customer who lives in Pakowa. He got information about the Go-Jek application from social media, Instagram, Facebook through friends who have used Go-Jek application. He frequently used Go-Jek application is several times in a week. Informant 12 stated that he satisfied with Go-Jek services. He also stated he had good experience with Go-Jek experience.

Discussions
Occasions
  Based on the answers of the informants collected, there are different answers about the frequency of used the Go-Jek application. But if inferred from the answers, the average frequency of visiting from the informant is several times a week.

Customer Experience
  Based on interviews, almost all informants said they had three experience when used Go-Jek application. There are good experience, bad experience and unique experience.
  Based on answers from informants, can be concluded that they are interested to used Go-Jek application because of its services provided on the Go-Jek application.

Customer Satisfacton
  Based on the results of interviews, informants 1,2,5,6,7,8, feel satisfied after used Go-Jek application because of the services and price are affordable for the informant. While informant 4 was happy but did not feel satisfied. While the reason of the informant to feel satisfied with Go-Jek application that they were satisfied with the services from Go-Jek application. Informant 7, felt happy because of the cheap price and the application is use to easy. The conclusion of the answers by the informants based on their general feeling after used the Go-Jek application in Manado is that almost all informants are happy and very satisfied because the Go-Jek applications fits their need and wants.

CONCLUSION AND RECOMMENDATION

Conclusion
1. Most of the customer of Go-Jek Application is satisfy with Go-Jek.
2. Based from the findings. There are 3(three) type of customer experiencefrom Go-Jek Application. Those are Good Experience, Bad Experience, Unique Experience.
3. There are 3(three) issue on Go-Jek Application. Those are the GO-JEK Drivers, Go-Jek System, Go-Jek Application Payment

Recommendation
1. For the Go-Jek working partners, the drivers. Go-Jek must evaluate and educate them to provide good services. Some of the customer didn't satisfy because some Go-Jek drivers not provide
2. Go-Jek should expand their coverage services area in Manado city or a larger area capacity, North Sulawesi. There is still many areas haven't reached by Go-Jek. If Go-Jek expand, this will provide profit for the company because they will get more customers to use Go-Jek application. For universities, this study is intended to provide knowledge to other students and also lecturers to know about the specialty coffee house industry in Manado.
3. Go-Jek needs to create or add a new services on the application in order to provide what people needs, improve the services and the GPS system on the application. About the payment system, Go-Jek should improve it especially the Go-Pay system, maintain the affordable price of services in order to keep competitiveness with other similiar application and lead the market of online transportation and services.

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