



ANALYSIS OF USER SATISFACTION OF ONLINE MOTORCYCLE TAXI APPLICATIONS USING THE LITERATURE REVIEW METHOD

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Article Info

Article history:

Received 02 30, 2023
Revised 05 17, 2023
Accepted 05 24, 2023

Keywords:

User satisfaction, Online ojek,
Literature review,
Transportation services

ABSTRACT

Technological developments have brought major transformations in the transportation sector, one of which is through the presence of online motorcycle taxi applications such as Gojek and Grab. This study aims to analyze user satisfaction of online motorcycle taxi applications using the literature review method. Data is collected from relevant scientific journals, articles, and research reports. The main factors that affect user satisfaction include service quality, price, ease of use of the application, and features offered. The results of this study provide insights for application developers to improve service quality and meet user expectations.

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1. INTRODUCTION

In the digital era, online ojek applications have become a practical and efficient transportation solution. This application allows users to book a vehicle easily through a smartphone, anytime and anywhere. In Indonesia, services such as Gojek and Grab have become an important part of urban life. User satisfaction is a key element that determines customer loyalty and the sustainability of app services. Factors such as service quality, price, ease of use, and app features are often mentioned in various studies as aspects that influence user satisfaction. Therefore, this study uses the literature review method to identify these factors in depth and provide relevant recommendations.

The development of digital technology has brought major changes in various sectors, including transportation. One important innovation in this field is the presence of application-based online motorcycle taxi services, such as Gojek and Grab. These services offer convenience, flexibility, and speed of access that conventional transportation does not have. With just a few clicks through a smartphone, users can order transportation services, food delivery, and delivery of goods quickly. According to Adinda (2016), online ojek is an application-based transportation service that utilizes digital technology to provide easy access for the community. Online ojek has become the main choice for many

people, especially in big cities that face congestion problems. However, as competition in this industry increases, the level of user satisfaction becomes a key element that determines the success and sustainability of the service.

User satisfaction is one of the important indicators that reflect the quality of service and experience received by customers. Various studies show that factors such as service quality, price, ease of use of the application, and responsiveness of customer service greatly affect user satisfaction (Parasuraman et al., 1988). In addition, customer loyalty to the app is also highly dependent on the company's ability to meet or even exceed user expectations. While many studies have addressed the factors that influence user satisfaction, the ever-changing dynamics of user needs and preferences demand a more in-depth and up-to-date understanding. Therefore, this study uses the literature review method to analyze the key factors that affecting online motorcycle taxi application user satisfaction based on the results of previous studies. With this approach, the research is expected to provide a comprehensive overview of general trends and patterns related to user satisfaction, while providing strategic recommendations for application developers to improve their service quality.

This research not only aims to identify factors that influence user satisfaction, but also to integrate findings from various relevant literatures to provide more comprehensive insights. This is expected to help online ojek service provider companies to understand market needs better and devise effective strategies in improving customer satisfaction.

Literature review is a critical analysis of research conducted on a particular topic or question in the field of science, which means a critical analysis of the research being conducted on a specific topic or in the form of a question on a part of science. Literature review helps us in developing a framework that is in accordance with the theory, findings, and results of previous research in solving the problem formulation in the research we make (Yudi Agusta, Phd, 2007).

Literature review contains reviews, summaries, and the author's thoughts on several literature sources (can be articles, books, slides, information from the internet, etc.) on the topic discussed, and is usually placed in the initial chapter. The results of research conducted by other researchers can also be included as a comparison of the results of the research that will be attempted here. All statements and/or research results that are not originated by the author must be mentioned, and the procedure for referring to literature sources follows the established rules. A good literature review should be relevant, up-to-date (last three years), and adequate (Hasibuan, Zainal.A, 2007).

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2. RESEARCH METHOD

Proposal research that analyzes the satisfaction of online motorcycle taxi application users using the *literature review* method *with secondary data*. In this study, researchers will collect, review, and analyze various relevant literature such as scientific articles, journals, research reports, and other academic sources that discuss aspects of online ojek application user satisfaction.

Related to user satisfaction with online motorcycle taxi applications. The steps taken include:

1. Literature Collection:
Use databases such as Scopus, ProQuest, and Google Scholar to search for journals and articles.
 2. Literature Selection:
Selecting research that discusses online motorcycle taxi application user satisfaction, with a publication time limit of the last 5-10 years.
 3. Analysis and Synthesis:
Analyze the data obtained to identify the main factors that influence user satisfaction. This method allows researchers to identify trends, patterns, as well as gaps in the research that has been conducted. This approach was chosen because it can provide a strong theoretical foundation and comprehensive insight into the factors that influence user satisfaction.
- Research Stages
- Data Collection

The data used in this study are secondary data, which come from scientific journals, research articles, official reports, and other relevant academic sources. Searches were conducted through databases such as Scopus, ProQuest, Google Scholar, and ScienceDirect using keywords: user satisfaction, online ojek, literature review, customer satisfaction. The selected articles were published within the last 5-10 years to maintain relevance and actuality.

- Inclusion Literature Selection Criteria:
 - a. Research that discusses the satisfaction of online motorcycle taxi application users.
 - b. Peer-reviewed literature sources.
 - c. Research relevant to the topic and using quantitative or qualitative methods.
 Exclusion:
 1. Opinion articles without empirical data support.
 2. Research that does not focus on user satisfaction or online motorcycle taxi applications.
- Data Analysis

The analysis was conducted in a way: Identifying key factors that affect user satisfaction, such as service quality, price, app ease of use, and customer service. Grouping findings from different studies into categories to find common patterns and trends. Comparing findings between studies to identify research gaps.
- Findings from the analyzed literature are synthesized to provide a comprehensive overview of the factors that influence user satisfaction. This synthesis is used to develop strategic recommendations for online motorcycle taxi application developers.
- Research Time

The literature collection and analysis process was conducted from November to December 2024

3. RESULT AND ANALYSIS

The results of the literature analysis show several main factors that affect the satisfaction of users of online motorcycle taxi applications, namely:

1. Service Quality

Professional, punctual and friendly drivers greatly affect the user experience. Research by Hendrawan et al. (2024) shows that service reliability and responsiveness are important dimensions in the SERVQUAL model.
2. Price

Fare transparency is a major concern for users. Prices that are competitive and in line with the services provided increase user satisfaction.
3. Ease of Use of the Application

The app's user-friendly interface is stable and provides features such as real-time tracking.
4. Customer Service

Quick response to user complaints and issues is essential. A responsive customer support system can increase user trust.

From the analysis of 12 relevant articles, several main factors that affect the satisfaction of users of online motorcycle taxi applications have been identified, namely:

 1. Service Quality

Service quality is the most dominant factor influencing user satisfaction. Research by Hendrawan et al. (2024) found that service reliability, response speed, and driver professionalism are the main elements that shape user experience. This factor includes: Driver punctuality, good vehicle condition, friendly and professional driver attitude.
 2. Ease of Use of the Application

Users highly value user-friendly apps with intuitive features, such as real-time tracking and digital payment systems. A stable app with minimal technical glitches is one of the main attractions, as revealed by Dian Aulia et al. (2021) in their study on GrabBike user satisfaction.
 3. Pricing and Transparency

Competitive and transparent pricing is a major concern for users. Research by Tiara Nurhikmah et al. (2022) highlighted that user satisfaction increases when the tariff charged is in accordance with the quality of service received.
 4. Security and User Protection

Safety features, such as trip tracking, direct communication with the driver, and travel insurance, give users a sense of security. The study by Muhammad Farhan et al. (2023) shows that better security standards will increase user satisfaction.

5. Customer Service

Customer service that is responsive to complaints and problems is also an important aspect. A quick response in resolving both technical and non-technical issues contributes greatly to user loyalty.

The results of the analysis show that the satisfaction of users of online ojek applications is strongly related to the interaction between users, drivers, and the application itself. Based on the SERVQUAL theoretical framework, the most frequently identified dimensions in this study are:

1. Reliability:

Users want consistent service, including drivers arriving on time and stable ride quality.

2. Empathy:

Drivers who understand user needs, such as helping passengers with luggage or providing courteous service, increase user satisfaction.

3. Responsiveness:

Apps that respond quickly to user needs, such as order confirmations and travel status updates, provide a positive experience.

4. Tangibles:

A clean app interface and easy navigation increase user trust in the service.

In addition, the study also found that the price factor and customer loyalty have a significant relationship. Tiara Nurhikmah et al. (2022) noted that loyalty programs such as discounts or rewards for loyal users can significantly increase customer retention.

This finding is in line with previous research which shows that service quality and price factors are key elements in determining user satisfaction. However, some studies provide additional insights, such as: The effect of brand image on customer loyalty (Dian Aulia et al., 2021). The importance of security features in applications as one of the new dimensions in increasing user trust (Hendrawan et al., 2024).

Some of the gaps identified in the literature are: Lack of analysis of the influence of local culture on user satisfaction and lack of attention to users from older age groups or rural communities. These findings open up further research opportunities to explore the needs of users from different market segments.

4. CONCLUSION

Online motorcycle taxi application user satisfaction is influenced by several main factors, namely service quality, price, ease of use of the application, and customer service. Application developers need to focus on improving feature quality, tariff transparency, as well as managing user complaints to ensure a better user experience.

1. UI/UX improvements: Developers need to update the app design to make it easier to use and more responsive.
2. Price Transparency: Clear tariff information and flexibility in payment methods will increase user confidence.
3. Loyalty Program: Provides incentives in the form of discounts or reward points for loyal users.
4. Regular Evaluation: Use user surveys to get feedback and improve services according to market needs.

5. REFERENCES

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