

The Online Transportation Marketing Mix CoCreation: A Case Study @gojekindonesia

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Abstract

The online transportation services utilizing the application enable the community to book whenever and wherever real time. The services are proliferating. Nevertheless, there is a lack of research related to the attributes. Therefore the research question is what are the attributes of the @gojekindonesia services. The exploratory factor analysis with the Provalis Research Software conducted for the twitter dataset @gojekindonesia. @gojekindonesia is growing online transportation services in Indonesia. The unstructured dataset analyzed within a period of 24 until 28 June 2015. The findings show that the dominant attributes are a complaint about the services process, the place of the services, the physical evidence of the screenshot of the Gojek application, the promotion and the last is the price. @gojekindonesia responded to all of this complaint as a signal to develop better services. Therefore we could conclude that the interaction and the findings of the research show that there is a co-creation marketing mix for the services @gojekindonesia.

Keywords: @gojekindonesia, Unstructured Dataset, Attributes

DOI: 10.7176/JMCR/57-05

Publication date: June 30th 2019

1. Research Background

Jakarta is one of the city with high traffic jam. The transportation problem, the traffic jam is challenging to solve since there is a lack of integrated transportation, and most of the passengers still using private transportation compare with public transportation. Therefore providing sharing transportation service through an online platform is an opportunity (Anindhita, Arisanty, & Rahmawati, 2016). The online transportation services delivered good services since the consumer could book whenever they are, where ever the location within reach of online transportation. There is also security that supported online transportation. There is a record of the driver and also the background identity of the driver that makes the consumers feel secure to book online and picked up by the driver (Choirul Marati, 2016) (Mulyani, 2018).

The online transportation has changed the Indonesian transportation landscape (Farida, Tarmizi, & November, 2016). The online transportation innovation with good communication technology has changed the regularities of Indonesian consumers on transportation. The user has grown rapidly, moreover, Gojek Indonesia reached the most significant market share compare with Grab and Uber.

Some aspect that influences this growing consumer demand on online transportation is the promotion, and also the level of security (Verina, 2014). Nevertheless, there is still a lack of research that explores the online transportation attribute. Furthermore, the tweet dataset utilization to explore the attribute of online transportation also scarce. This research is trying to utilize the tweet dataset from @gojekindonesia to expose the attributes of Indonesian online transportation.

The online transportation is part of the sharing economy. Sharing economy is an interesting topic since it optimizing the resources that the community have. In the future, if the consumer wants to rent private vehicles, the cost of renting this vehicle will be high, because the consumer is going to rent it in minimum hours. However, the online transportation services could improve the utilization, a cost based on activities since the electronic application system enable multiple booking, whenever, and wherever that will optimize the customer of the online transportation services.

The sharing economy also optimizes how the industry of hospitality and also airplane. One of the examples is Airbnb that integrating many rooms that are located not only in the hotel but also in the houses everywhere in the world into one system that enable the customer and the room owner doing an exchange transaction. This electronic system application could help the customer and also the owner of the room doing an exchange in one market space, a place where they could book and buy the product within the assistance of the application.

Moreover, Airbnb had reached 425,000 guests per night, a total of 155 million guests stay annually. Uber also

operating in 250 cities in the world, and they reach the value US\$41.2 billion in February 2015 (PWC, 2015). This statistic shows that the sharing economy activities surpassed the capacity of a single company (Yang, Song, Chen, & Xia, 2017). The sharing economy has been a growing business, and they have many consumers. Approximately there is 20% grown-up population that are using the sharing economy application, and almost 10% are participating as the producer or supplier (PWC, 2015). The background shows that there is a necessary need to learn about how the sharing economy, mainly about the need to explore online transportation services. The research on online transportation is necessary to empower our knowledge regards to the services provided.

2. Theoretical Review

The sharing economy is giving benefits to all stakeholders involved in the sharing business model (Yang et al., 2017). The question is whether the service delivered in the sharing economy also has the same attributes from the current services. Moreover, also why do consumers keep on using the services. The sharing economy also delivering a relational benefit; this is one of the reasons that consumer keeps on going using the services (Reynolds & Beatty, 1999).

The sharing economy also enables the consumer and also the service provider to share access to the product and services within the community (Hamari, Sjöklint, & Ukkonen, 2016). The relationship between the consumer and the producer in the sharing economy that is supported with the technology and information application enhanced the relational benefit (Gwinner, Gremler, & Bitner, 1998) (Belk, 2007). This argument that is going to be explored within this research, to find out the reason that makes the difference between the services from the conventional and the application of the sharing economy.

The consumer in the sharing economy interact directly and having lively interaction with the consumers. They are also sharing the private resources that they have, in the traditional business, the worker is not sharing his or her resources (Eva, 2007) (Himawan, Saefullah, & Santoso, 2014). The @gojekindonesia drivers are not driving the company's car or motorcycle, but they are riding their own vehicles, therefore, the phenomena called the sharing economy, sharing his or her resources to delivering transportation services to the consumer. Do this kind of interaction that more personal affect the relational benefit?

The sharing economy characteristic is the individual services deliver from the owner of the vehicle which participating in the business model. They are giving services that are part of his services (Widlök, 2004). Therefore there are at interpersonal advantages, but also a dissolve position between the outer and also the one that uses the services. From the perspective of the writer driver, they are participating to earn some benefit of sharing the products that he or she had. Moreover, this is also a limitation for the consumers to consume the product or services. The sharing economy is different compared with traditional services. A taxi driver didn't own the taxi but the company owns it. Therefore the taxi driver is not sharing his own resources to the consumer. There are at least three main benefits in the sharing economy that are interacting in the process of consumption, which are the confidence benefit, the special treatment benefit and also the social benefit. These benefits are the unique benefit characteristic of sharing economy that is going to be explored from the proposition of the services @gojekindonesia.

3. Research Method

@gojekindonesia is the pioneer of Indonesia online transportation, therefore selected as the unit analysis. @gojekindonesia represent the online transportation business.

The dataset extracted from 24 June until 28 June 2015. There are 2502 tweets, consist of 2466 tweet and 36 retweet datasets that represent @gojekindonesia service proposition.

The data process starts with data preparation, exclude the double posted tweet (Figure 1). Moreover, exploratory factor analysis conducted with the Provalis Research software to uncover the insight from 2502 unstructured dataset into selected themes.

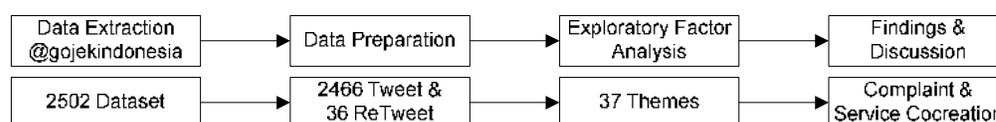


Figure 1. Research Process

The exploratory factor analysis is looking for relationship within the dataset (Wijanto, 2008). The exploratory factor analysis is searching for new insight and relationship within the dataset (Hair, Anderson, Tatham, & William, 1998).

There is a lack of theory relevant to online transportation services. Moreover, the exploratory factor analysis will show the service proposition. The approach also has been applied in several case studies which are National Tourism Organization (Nugroho, 2017) (Nugroho & Sihite, 2018) (Sihite & Nugroho, 2018), airline (Sihite & Nugroho, 2017) (Nugroho & Sihite, 2015), University (Nugroho & Sihite, 2015b) (Nugroho & Sihite, 2015a), hospitality (Nugroho, 2018b), political marketing (Sihite, Assauri, & Halim, 2018), and Islamic Bank (Nugroho & Sihite, 2016) (Nugroho, 2018a).

The exploratory will use the cluster analysis technique that will reduce the data complexity (Campbell, Pitt, Parent, & Berthon, 2011). The Provalis Research Software selected as a tool to analyze @gojekindonesia tweet dataset. Provalis Research software selected since it could identify the keywords and the relationship between keywords with the cocurence method (Silver & Lewins, 2014).

4. Results and Discussion

There are 37 themes exposed from the research (37 themes of dendogram figure upon request). The findings support the literature that there are three main benefits in the sharing economy. The consumer could interact with the producer in the process of consumption. The consumer also earns the confidence benefit, the particular treatment benefit and also the social benefit during the process of the consumption. These are the discussion related to the interaction between the consumer and @gojekindonesia.

On 27 June 2015 @gojekindonesia receive a complaint from the account @Adera_ega. The complaint is about the payment method, the consumer ordered the payment with a credit card, But when the consumer arrived at the destination, the method is cash. Nevertheless, the consumer did not have any bill in the credit card, and the consumer did not pay in cash. However, there is a notification of minus 10,000 rupiah which is not common because usually, the balance will decreased. This interaction enhances the consumer particular treatment benefit for directly complaining the services @gojekindonesia, therefore after the explanation from @gojekindonesia, the consumer earns more confidence benefit related to @gojekindonesia.

Other matters delivered by the consumers that are complaining @gojekindonesia on 28 June 2015 from the account @maharam. The consumer also delivers the same problems, regards to the payment method, the bill incurred in the credit balance but the order rejected. @gojekindonesia deliver an answer for the consumer to inform the number of the telephone and also the driver via direct message. The respond from @gojekindonesia also enhance the particular treatment benefit since @gojekindonesia taking care of the problem personally. Therefore, the response will enhances the confidence benefit relate to the consumer.

Another consumer asked about the product @gojekindonesia. The consumer delivered question on 24 January 2015 from the account @rainhard. The consumer asks the method to order a Gojek with multiple destinations. @gojekindonesia answer the consumer should make a call to the call center in the number 0217251110. In term of this problems, @gojekindonesia did not deliver an answer but delivering a solution to communicate with the call center. Furthermore @gojekindonesia also delivering information to the netizen regards to the services on 25 June 2015. @gojekindonesia delivering information regards to the question of whether the service is also available in Tangerang, @gojekindonesia also delivering a solution to call the call center. Both of the response also enhancing the relational benefit toward the consumer.

@gojekindonesia delivering greetings to the consumers and the Gojekers that are participating in the quiz. Another tweet delivered by the consumers @yuditkinanti, the consumer change the user name become @_ypkinanti. The consumer asks whether is it true that the credit balance is decreasing, but the drivers did not pick up the consumers. The same complaint regards to the Gopay which are the Gojek credit. Gojek replies the question “hi, we received your complaint” And we will process the complaint to the team in charge with this problems, Gojek also say thank you and also promoting the program to Ceban Ramadan.

On 24 June 2015, @gojekindonesia also receiving a complaint from @Andi_me that delivering a question “oh I am so irritated, I promote Gojek to my friends but the service is bad”. Gojek replies on that day and say sorry for the inconvenience. Gojek also reports the problem to the team in charge of this problem. Gojek also saying thank you and promoting the ceban Ramadhan program promotion. Both of the respond promoting the ceban ramdhan program, this is the relational benefit of the social media application for reaching the targeted market.

On 24 June 2015, @gojekindonesia replying a complaint from the consumer @anyn_13. OK, thank you. We will

deliver the information to our team, and they will process it soon. #cebanramadhan. Nevertheless, we didn't see any tweet related to the complaint or a message sent to Gojek. Probably the message is already deleted or the account is already being replaced.

Another account is giving advice to Gojek, "isn't the motorcycle not allowed to pass through the Medan Merdeka? However, the map route is always directed to that road. Poor the driver that didn't know the road is being a block". Gojek replying and sending an apology, and saying that they are reporting this issue to the related team. Gojek also said that they should accommodate a change in the path since the road is blocked, we will process it soon for the goodness of Gojek driver. Gojek is delivering greetings and thank you for the advice delivered by the consumer.

Gojek also receiving complain on 24 June 2015 from @bawango that tweet that there are many drivers in Antasari but no one responds. Gojek reply and delivering an apology because the system is being repaired, the system developed to be able to search the driver better. Gojek also saying thank you for the advice along with the #cebanRamadan.

An account @cynthiathia delivering a complaint and also disappointment. The account disappointed because there is no one picking up the call center, and the consumers restart the application but the sign in icon is not available. Gojek responds and delivering an apology and answering that the call center is being occupied with the other consumer. Gojek advising the customer to call the call center in a few minutes.

In 28 June 2015 someone asking about the availability of driver in Neglasari Tangerang. Is there any Gojek driver in this place, and the Gojek replying there is a possibility that the driver is limited in the area, and advising the customer to call the call center to have the information in detail.

The account @lxxnsgn delivering a statement to Gojek to change the application for better performance. This consumer has problems on the application, and the consumers delivering evidence of photographs that the application is error frequently, and the Gojek respond to the complaint with an apology for the inconvenience. The Gojek application is being repaired, therefore the Gojek advising the customer to call the call center to order for the services. In this tweet, go check also promoting the #cebanramadan.

The account @kumbayolno on 25 June 2015 sending a question to Gojek. Is there any Gojek in Surabaya. Gojek replying that Gojek is already available in Surabaya, but only for a limited area. And then the customer replying is there any driver in Rungkut Surabaya. Gojek responded by delivering advice to order via the application or calling the call center.

Gojek also receiving a complaint on 25 June 2015 from @farahdjafar. Since 3 o'clock there is no driver and finally, I cancel the order. The consumer also delivering evidence of photos, and the Gojek replying by sending an apology for the inconvenience. Gojek said that the driver in the area is delivering another order.

@mamskay delivering statement whether the CebanRamadhan promo also available in the morning, and consumer also asked why the amount in his application totaled 65,000 rupiahs not 10,000 rupiahs. Gojek replying that the promo for CebanRamadan only available outside the rush-hour or the busy hour.

Also on 25 June 2015, a consumer delivering disappointment because the Gojek application is being renewed. A few months before the Gojek services are popular and the consumer also delivering evidence of photos of the application. Gojek Indonesia replying with an apology because the services being repaired for a maximum of 25 km trip.

An account @predymukhtar on 25 June 2015 asking @gojekindonesia about an error application when the consumer is choosing a destination to take the missing belonging. Gojek Indonesia also delivering an apology because of the inconvenience, since there is a system repairment in the Gojek application. Gojek advising the consumer to try the services again.

An account @obtogadomatt asking @gojekindonesia whether the consumer can order via Twitter. Gojek Indonesia responding and sending an apology because of the Gojek order is only available via the application and the call center. The post is on 24 June 2015.

Another disappointment from the account @zakkafm that delivered on 24 June 2015. The consumer delivering disappointment because the consumer waited for 20 minutes, and the driver didn't arrive yet, the consumer also can't cancel the order. @gojekindonesia responding and sending an apology because of the inconvenience, and asking the customer whether the customer had tried to call the driver. The customer text the driver many times and the driver asking the customer to cancel. @gojekindonesia responding and sending an apology and asked the customer to send the number and the email via direct message to be processed by the Gojek.

In 26 June 2015 @nonapantai asking whether the Gojek application is being errored? Because since noon the

consumer want to send a good by Gojek but the price does not appear. Gojekindonesia sending an apology because one hour before, the Gojek application is being repaired, and advising the customer to try again at the moment.

Another complaint delivered by @andie_me. The customer said that the customer service is not available, and the customer wants to inform the driver that didn't pick up the passenger but the consumer credit or Gopay are decreasing. Gojekindonesia responding and will report the problems to the team in charge and to solve the problem of the customer.

On 27 June 2015 @biebalif tweeting the problems. But the tweet is not available, nevertheless, there is a reply from @gojekindonesia. @Gojekindonesia delivering an apology and asking the customer to inform the number, email and also that the account number via direct message at @gojekindonesia.

The next customer @koyul0407 on 25 June 2015 delivering complaint because the consumer ordering Gojek with go pay but the driver says that he prefers cash. @gojekindonesia responding and sending an apology because of the inconvenience, and the Gojek asking whether the Gopay credit is decreasing. Nevertheless, the customer didn't reply the respond from @gojekindonesia.

On 23 June 2015 at @gojekindonesia answering a question from @risolesco that ask whether the Gojek services available in KBN Cakung. And the Gojek ask whether the consumer has an order via the application. But there is no more response from the customer for the answer that @gojekindonesia delivered.

Another question comes from @lalaysf 24 June 2015 that asked is the price of the Gojek services from Fatmawati to Pasar Rebo Only 10,000 rupiah us at 12 noon. @gojekindonesia responding that the price is right because there is a fixed price promotion to any delivery outside the rush-hour. Nevertheless, the promotion will last on 27 June.

On 25 June 2015 @vasenruth sending information to @gojekindonesia that the Gojek driver is being intimidated by the traditional Gojek driver. @gojekindonesia responding to consumer and asking the exact location of the activities. The consumer responding that the activities are in Ciledug. @gojekindonesia delivering gratitude for the information given by the consumer.

In 27 June 2015 @alfian_rizaldi asking Gojek how to become a Gojek driver. @gojekindonesia responding and asked his location, but the @alfian_rizaldi asking the requirements for the Gojek driver. Gojekindonesia delivering information about the document for the registration process that are KTP identity, the KK family identity, the driving license, BPKN, birth certificate, STNK and also marriage letter.

@gojekindonesia findings show that the company is in the early phase of developing good services. The company is open for complaining which is necessary for open communication and social media. And this openness show that Gojek is willing to improve the service, by responding to the consumers and keep on repairing the system to meet the demand of the consumers. To solve the problems that happen in the process of booking, using the application, method of payment, availability of the driver, the location of the services, and also to deliver information regards to the process of dry for recruitment.

This is how these excellent services are being developed by @gojekindonesia. This is a case when co-creation between the consumers, the stakeholders of the transportation services, and also the company are working together in the system that created the seamless services.

The openness of the interaction, the complaint improves the trust of the consumers. @gojekindonesia didn't ignore the complaint, but they are sending an apology and also a solution to solve the problem. They are developing the special treatment benefit, enhancing the confidence benefit and maintaining the social benefit with the targeted market. This attitude influences the trust of consumers. Moreover, we could see that the consumers at @gojekindonesia are growing.

5. Conclusion

Based on the exploratory of the research @gojekindonesia within the period of observation, we can conclude that there are many tweets related to the services delivery, the payment method since Gojek introduce the Gopay, and also the services from the Gojek driver and the call center services to the consumers. The marketing mix element report from @gojekindonesia related to the place element. How the customer could order the Gojek and is there any availability of the services in the area. Some tweet related to the availability of the services in Tangerang delivered in the period of observation. The consumer also recommends the Gojek to change the path because there is a new policy related to route that cannot be passed by the motorcycle.

@gojekindonesia also delivering a physical evidence element of the marketing mix. One of the physical evidence that could be delivered in the system is the screenshot from the smartphone about complaint, error application,

problems with drivers and also because something that is changing in the application. In the promotion element, the tweet also promoting the cebanRamadan promotion that keeps on being tweeted it in every respond delivered by @gojekIndonesia. Furthermore for the element of price, about the total price in selected destination and range of promotion hour, a problem related to price and the promotion also deliver in the conversation between the consumers @gojekIndonesia.

Therefore the exploratory of the Twitter data @gojekIndonesia within a period of 24 until 28 June 2015 mostly related to a complaint about the services process, the place of the services, the physical evidence of the screenshot of the Gojek application, the promotion and the last is the price. @gojekIndonesia responded all of these complaints as a signal to develop better services, therefore we could conclude that the interaction and the findings of the research show that there is a co-creation marketing mix for the services @gojekIndonesia.

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