Analysis of Success Factors of Gojek Startup Services Compared to Other Competitor Startup Services

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ARTICLE INFO	**ABSTRACT**

In the past few years, many startups starting to establish. This is because of the development of Information Technology which spurs the development of human life in today's digital era. However, does all established startups can survive and generate profits as expected by the company? Of the many failures experienced by startups, there are 2 factors that cause it, such as internal and external factors of the company. The company's internal factors that commonly occur include; less solid team, inaccurate business model, etc. While the company's external factors are the level of competition that is too high, inaccurate in targeting the target market, inaccurate marketing strategies, and many more. One of the startups that can survive and generate substantial profits in Indonesia is Gojek. Behind its success, there are several factors that support Gojek so that it can survive to this day compared to other competing startups. This study uses 2 research methods; Questionnaire and observation. The purpose of this research journal is expected to find out what factors are the success of Gojek. The results of research through questionnaires show that the many services, quality and information offered by Gojek have also become the reason users use this application compared to other competing startups.

1. Introduction

As time goes by, the development of Information Technology forces us to enter a new era in life. Current developments in information technology cannot be separated from everyday life. The impact of the rapid development of technology also requires business people to compete to sell the ideas they have as attractively as possible. One of the technological media that can support business people to carry out their activities is internet media. The internet allows electronic transactions (E-commerce) which can support payment, communication and promotional media activities between consumers and companies that market their products or services (Murdiana & Hajaoui, 2020; Rahayu & Fatima, 2019). Startup is a type of company that is closely related to the use of information technology. Currently, startups seem to be the new favorites in the business industry in Indonesia. Almost every year, even every month, startup businesses of various types and circles in the technology sector are born(Jain et al., 2021; Li, 2022). It is necessary that the analysis carried out can contribute to the field of business and management by deepening understanding of the key success factors in startup services in the transportation sector and related services(Choa & Anindyab, 2021; Ernawati & Lutfi, 2022; Setiawan et al., 2021).

The number of startups that exist is not always directly proportional to their existence in society. This is because every startup company is required to always produce creative ideas and proper execution in order to attract the hearts of investors and customers who become the lifeblood for the continuity of the startup business.(Agustina, 2020; Jemielniak & Przegalinska, 2020). Therefore, apart from creative ideas, startups are also obliged to deliver good products to their customers, for example by making good use of information technology to communicate and market their creative ideas and thoughts. Gojek is an example of a successful startup. There are several factors that support Gojek so that it can survive to this day compared to other startups(Ernawati & Lutfi, 2022; Saputra & Giyarsih, 2023; Sudipa, Asana, et al., 2023).

So this research aims to carry out an analysis to find out what factors cause startups to survive and be successful, so that it can provide research implications in knowledge regarding the superior factors that make Gojek survive and be successful from a user perspective.

2. Literature Review

A literature review is a review of several literature which is used as a guide in this research. Some of the library sources used are as follows. Research by (Choa & Anindyab, 2021)which explains the Gojek Application Success Analysis from the digital industry era which discusses the success factors and also the obstacles to Gojek. Based on the GeSCA online application test results, the factors that influence Gojek's success are information quality, system quality and service. Alvara Research Center, Alvara Survey: Gojek is Millennials' Favorite Online Motorbike Taxi, which was conducted on July 9 2019, showing that Gojek is superior to Grab, for millennials. Gojek's performance is considered superior in all Brand Performance indicators(Adnyana & Suprapti, 2018; Rahmadhiansyah & Suwitho, 2022)which explains the influence of service quality and price perception on Gojek customer satisfaction and loyalty in Denpasar City, which discusses how the influence of service and price can influence Gojek customer satisfaction. Other research by(Rifaldi et al., 2019)which explains the Influence of the Quality of Gojek Online Transportation Services on Customer Satisfaction among Jakarta State Polytechnic Business Administration Students. Discusses the results of the analysis of the quality of transportation services at the Jakarta State Polytechnic. Other literature by(Agatha & Ozawa, 2023)which produces an analysis of Gojek in Japan in order to find out the comparison of the success of the Gojek application in developed countries. Other research examines the consumer satisfaction perspective, namely by(Irdhayanti & Firayanti, 2019; Sudipa, Asana, et al., 2023)which explains the Analysis of Consumer Satisfaction with Gojek Service Quality in Kubu Raya Regency. As well as research by(Sahrul et al., 2019)which explains Customer Satisfaction Analysis of Gojek Application Service Quality Using the PIECES Framework Method.

3. Research Methods

This research method applies quantitative methods with research stages starting with data collection. This research uses 2 data collection techniques, namely questionnaires and observations. The following are the stages of this research.
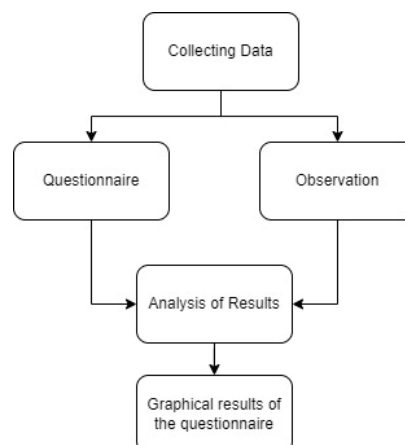
Fig.1. Research Stages

Based on figure 1, it can be explained the stages of research starting with the data collection process using observation and questionnaire techniques. Questionnaires are distributed online via google form to predetermined respondents, namely gojek application users and others. after distributing questionnaires and observations, the next stage is to analyze the results of the questionnaire and visualize graphs and provide explanations of the research results.

3.1. Data collection technique

Data collection instruments are tools chosen and used by researchers in their collection activities so that these activities become systematic and made easier by them(Sudipa, Udayana, et al., 2023). Here are some collection techniques that the author will use:

a. Questionnaire

A questionnaire is a data collection technique by means of researchers providing a list of written questions or statements for respondents to answer. In this research, researchers distributed questionnaires directly(Sileyew, 2019).

In this sampling method, the author will distribute questionnaires to Gojek customers who live in Denpasar. The target that the author will achieve is around 30 Gojek customers who have used this online transportation service more than once. The statements or questions in the questionnaire will relate to Gojek's success factors.

b. Observation

Observation is an observing activity, followed by sequential recording. The writing method that we will use next is collecting data from various existing literature, such as research journals(Ibrahim et al., 2023). In this writing method, the author will focus on numbers that describe the characteristics of the subject that the author will research, namely what factors make Gojek successful compared to its other competitors. For example, the author will write from the writings of other parties which the author will search for via Google Scholar. Next, the researcher will look for some data related to the topic raised, such as the number of Gojek users, the number of drivers, the number of partners, how much the company makes per year, what efforts Gojek makes to stay afloat amidst existing competitors, and much more.

4. Results and Discussions

In the results and discussion section there are several explanations of this research which begin by explaining the process of distributing the questionnaire, as follows.

4.1. Questionnaire Results

The questions in the questionnaire will relate to what are the success factors of Gojek. Based on the distribution of questionnaires to 32 respondents who have an age range of 21-25 years and based on employment, and domiciled in Bali and using Gojek services, the following respondent data was obtained.
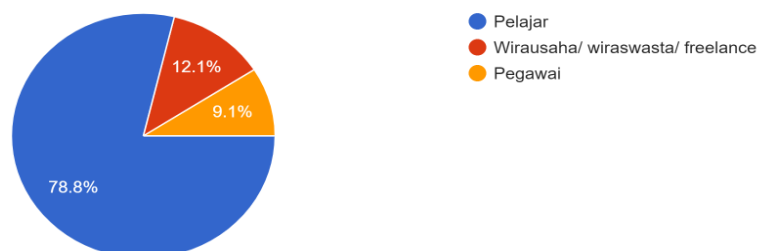
Fig. 2.Respondent Data by Occupation

Based on the data presented in Figure 2, it shows that 78.8% of respondents were students, 12.1% were entrepreneurs/entrepreneurs/freelancers, and 9.1% were employees. It can be concluded that of the 33 respondents in total, the majority were students.
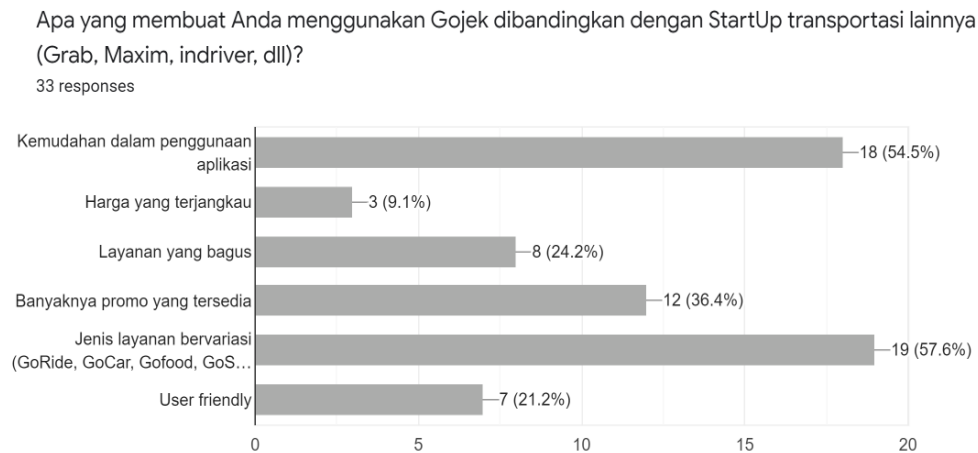

Fig. 3. Factors that become Gojek's Robustness

Figure 3 shows a diagram of Gojek's advantages compared to other competing startups. The results are quite varied. The largest percentage came from various types of Gojek services, namely 57.6%. This makes users not worry about the limitations of the services provided in one application. Slightly different from the top ranking, ease of use of the application follows in second place, at a percentage of 54.5%. Then the number of promos available has a percentage of 36.4%, good service is 24.2%, user friendly applications are 21.2%, and in last place is affordable prices, with a percentage of 9.1%. Based on the results above, it can be concluded that the majority of correspondents use Gojek services because Gojek itself provides various services, starting from GoRide, GoCar, GoFood, GoMart, and others. Meanwhile, in terms of price, only three correspondents agreed that Gojek services were affordable.
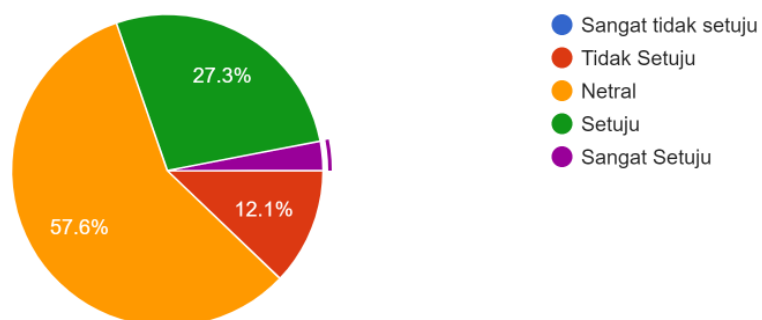

Fig. 4. Gojek Service Prices

Interestingly, when we asked questions about the price of Gojek services, 57.6% of respondents answered neutral, very different from previous data. Meanwhile 27.3% agreed, 12.1% disagreed, and 3% strongly agreed. This means that the majority of correspondents do not object to the rates set by Gojek.

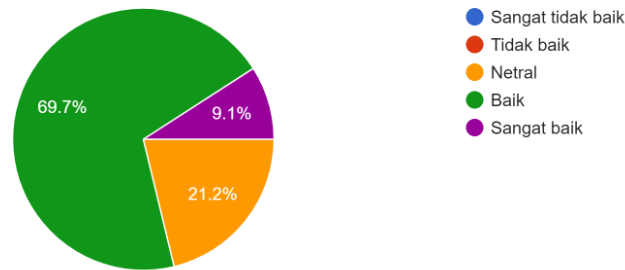Menurut Anda, bagaiamana kualitas layanan Gojek?
33 responses

Fig. 5. Gojek Service Quality

The image above shows that Gojek has excellent service quality, with a percentage of 69.7%. Meanwhile, 21.2% of respondents answered neutral, and 9.1% thought it was very good. This shows that of our 33 correspondents, not a single one of them felt disappointed with the services provided by Gojek.

Jenis layanan Gojek yang sering Anda gunakan (Silakan pilih lebih dari 1 jika Anda merasa sering menggunakan layanan tersebut)
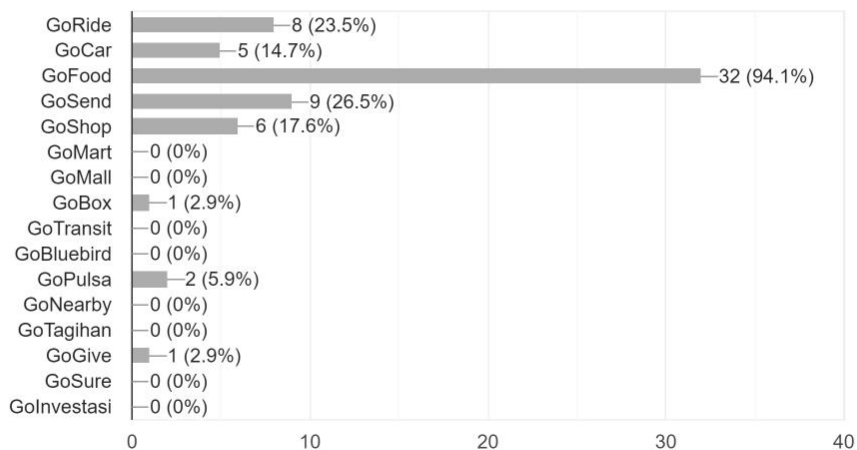34 responses

Fig. 6. Gojek service

Maybe many of us also often use one of the Gojek services with the highest percentage, at 94.1%, namely GoFood. Nowadays, especially during the pandemic, people are reluctant to leave the house. So it's not surprising that many people use the GoFood service.
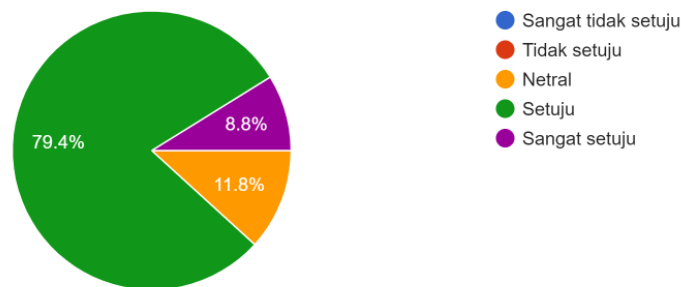
Fig. 7.Gojek display

Figure 6 shows that Gojek's appearance is user friendly. 79.4% of respondents agreed, then 11.8% were neutral, and 8.8% strongly agreed. This indirectly shows that there are no problems with Gojek's appearance.

4.2. Observation Results

Apart from using questionnaires that we distribute ourselves, we also take data from other sources. One of them is that we take data from the databox. The results of a survey conducted by the Alvara Research Center on July 9 2019 show that Gojek is superior to its competitor startups.
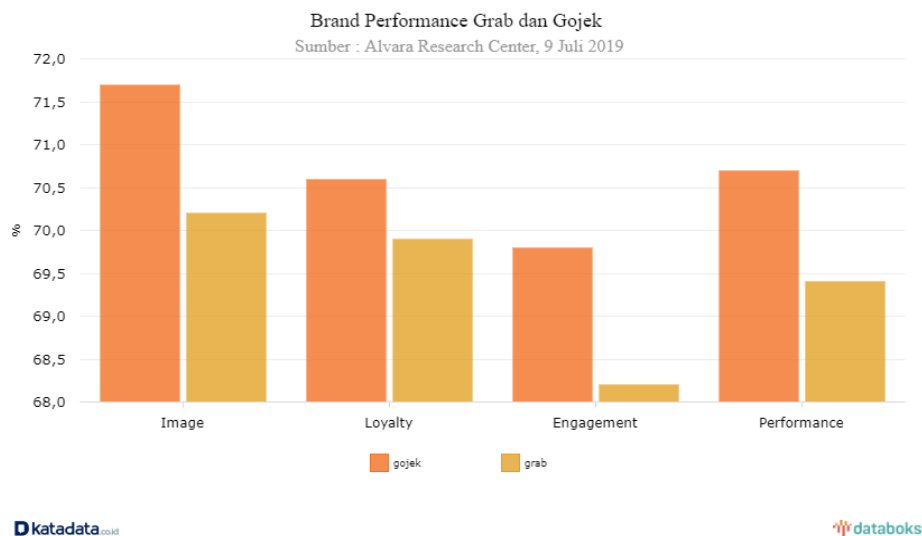

Fig. 8.Alvara Research Center Survey Results

Reporting from databoks.katadata.co.id, Alvara's survey involving 1,024 respondents from Jakarta, Bodetabek, Bali, Padang, Yogyakarta and Manado shows that Gojek is more interested than its competitor startup, namely Grab. This is not without reason, respondents assess Gojek's performance as better than Grab, as can be seen from Gojek's superiority in several Brand Performance. Based on a survey from Alvara, it can strengthen the results of this study that GoFood service is ranked top, with a percentage of 94.1% of 33 respondents.

There are several indicators, the first is Image, Gojek's assessment is 71.7%, while Grab's is 70.2%. Then for Loyalty, Gojek gets 70.6% and Grab 69.9%. Furthermore, Engagement was 69.8% for Gojek and 68.2% for Grab. Finally, Performance 70.7% for Gojek and Grab got a score of 69.4%.

This data explains that Gojek is superior in all indicators compared to Grab.

5. Conclusion

Gojek's success in Indonesia cannot be separated from the support of the community as their loyal customers. While many companies are racking their brains to find a way out of this pandemic, the author feels that Gojek is not in a worrying position. On the contrary, during a pandemic, when people reduce activities outside the home, Gojek can play a role here, especially for GoFood services. This is in accordance with the results of the research questionnaire which contributed to the research, namely that GoFood service was ranked top, with a percentage of 94.1% of 33 respondents. In addition, there are research implications from the questionnaire results showing that the number of services, quality and information offered by Gojek have also become the reason users use this application compared to other competing startups. This is also supported by the results of a survey conducted by Alvara Research, that from the data results, Gojek is more attractive, especially among young people because it is able to provide good service and quality. Suggestions for future research are to be able to make the results of this study a reference for companies in related fields in improving service quality to consumers.

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