

THE ROLE OF MANAGEMENT INFORMATION SYSTEMS IN THE INDUSTRY OF GOJEK COMPANY ONLINE

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Submitted 20 Juni 2024	Accepted 23 Juni 2024	Published 30 Juni 2024

ABSTRACT

Technological progress continues to progress, becoming an inevitable part of life in line with the advances of science. The innovations born out of these advances provide considerable benefits, providing a variety of new facilities and methods in everyday activities. Especially in the field of technology, society benefits greatly from these innovations, thus simplifying everyday tasks such as communication. In ancient times, people relied on natural things to communicate, like bells, signals, but with the advancement of the times, communication tools like cell phones have evolved so that we can send messages easily without the control of space and time. The same goes for Internet technology, which is increasingly making it easier to access information quickly, both domestically and internationally. Besides, social networks, one form of information technology, enable us to keep track of the activities and information of friends, thus being easily accessible and providing enormous benefits.

Keywords : **Technology, society, Information**

INTRODUCTION

A. Background

As an international media with a lot of excellence, the Internet connects individuals all over the world. It serves as a sharing of data from various sources and as a big knowledge base. The Internet is becoming more than just a warehouse of knowledge. It's becoming an important thing for online commerce. Through the use of innovative business tactics in online media can attract public attention and make online business a trend. The online transportation market led by companies like Gojek is a real example of the popularity of Internet business in Indonesia.

In Indonesia, Gojek is an application-based transportation service that addresses a number of problems, the decline in public transportation safety that has occurred recently. By meeting customers in need and providers offering solutions. Gojek's idea came from realizing how difficult it is for the inspectors to find passengers and how difficult the customers are to use the service.

Gojek CEO Nadiem Makarim created an application to bridge the gap between customers and service providers. Initially, Gojek was run by a small crew as a call center and things didn't have an application or receive orders online. Gojek only receives orders over the phone, customers use the call center to buy the checkout service, and the operator will search for the nearest drivers. In addition, the call centre will use customer navigation and coordination technology to ensure the arrival of the driver. Gojek has been used by many companies to provide courier services that send letters, documents, or goods for three years operating with a call center service model.

Gojek used to be a travel service. Gojek's CEO, Nadiem, took over full management of the company in 2014. Gojek services that were previously available offline, now switch to online thanks to a unique application. Through the application of advanced mobile technology,

Gojek has successfully transformed the transportation sector. Currently, more than 13 million users in various regions have downloaded the Gojek program. Gojek offers a variety of features, including food delivery, shopping, travel, and freight delivery. The transport sector has changed thanks to Gojek. Currently, more than 210,000 drivers or Gojek drivers are roaming the streets.

If you compare Gojek to standard Ojek, the presence of Goyek must have advantages and disadvantages in attracting customers to visit its services. One of Gojek's advantages is its electronic management system and the fact that customers make all their reservations using smart phones. Gojek has greater security assurances because the entire driver has been selected based on the completion of the documentation and the condition of the vehicle, including the availability of helmets, spy glasses, brakes, and driving safety instructions. It does not stumble that Gojek's service procedures are not flawed. Gojek drivers often use their phones while driving, which increases the likelihood of a crash when making a phone call. Through the call center, customers can buy a check-in service, and the operator will find the nearest drivers.

In addition, the call center will use navigation and customer coordination technology to ensure the arrival of drivers. Gojek has been used by many companies to provide courier services that send letters, documents, or goods for three years operating with a call center service model. Gojek used to be a travel service. Gojek's CEO, Nadiem, took over full management of the company in 2014. Gojek services that were previously available offline, now switch to online thanks to a unique application. Through the application of advanced mobile technology, Gojek has successfully transformed the transportation sector. Currently, more than 13 million users in different regions have downloaded the Gojek program. Gojeks offer a variety of features, including food delivery, shopping, travel, and merchandise delivery. The transport sector has changed thanks to Gojek.

There is documentation showing that Gojek has been running business in Jabodetabek, Bali, Surabaya, Bandung, Yogyakarta, Medan, Makassar, Palembang, and Balikpapan. Now there's more than just a small management team with Nadiem. By the way, the workforce has reached about a thousand people. Gojek's service is growing every day along with the ever-increasing customer demand. The average Gojek driver only receives three or four orders per driver, even though he prefers delivery throughout the working days and busy hours. Following the development of the service, Gojek is open all the time, even on holidays. The CEO and creator of Gojek in Indonesia, Nadiem Makarim, has once again aroused the passion of smart drivers.

If you compare Gojek with a conventional ojek, it is clear that it offers both advantages and disadvantages to its clients. Gojek's electronic administration system that allows users to make entire bookings via mobile is one of its main advantages. Users who are supposed to be looking for scavengers in remote or rarely visited areas can save time and energy by using this feature.

Gojek has greater security assurances because the entire driver has been selected based on the completion of the documentation and the condition of the vehicle, including the availability of helmets, spy glasses, brakes, and driving safety instructions. Nevertheless, it doesn't mean Gojek's service procedures aren't obscene. For example, GoJek drivers often operate their door cell phones while driving, thus increasing the likelihood of accidents on the road.

THEORETICAL REVIEW

A. The Theory Of SIM

A management information system is a planning tool that is a component of the internal control of an organization, which also involves personnel, technology, records, and management accounting processes. According to a quote from the book Human Resource Management Information Systems, a management information systems is a group of management systems or information gathering systems that assist organizational decision-making and management operations. The main purpose of the development of this system is to address a variety of business problems, including those related to strategy, services, and product costs.

B. SUMMARY EXPLICATION ON THE GOJEK INDUSTRY

Gojek Indonesia started operations in 2010, with its operational base at DKI Jakarta. The reaction to Gojek's early fame contradicts both good and bad. But quickly, the public began to appreciate Gojek for helping them through the famous traffic jams in Jakarta. The Google Play Store and Apple App Store have been downloaded 50 million times, demonstrating the enthusiasm and public confidence in the service. For Nadiem Makarim, who was then the editor manager of Zalora Indonesia and Chief Innovation Officer Kartuku, traffic jams in Jakarta became a serious obstacle. Nadiem then finds a way to solve the problem. Especially looking for land transportation that can navigate the dense streets of Jakarta. Nadiem finally saw a bright spot based on his personal experience driving the traditional ojek. Especially the traditional whipping through the internet.

Thus, the purpose of Gojek's foundation is to help drivers and customers (penumpang). It can increase the revenue for drivers and ensure customers arrive at their destination safely and comfortably. Gojek Indonesia was officially introduced on October 13, 2010. Reservations are still made through the phone center (24 hours a day) because the technology is still basic and the drivers are only 20 people. The Gojek Indonesia app was improved in 2014 to facilitate transactions for both drivers and passengers. The size of the investment fund offer received by Nadiem Makarim reinforces that. Gojek Indonesia released an application for smartphone installation in January 2015. The general public welcomes this initiative. In addition to facilitating Gojek booking, consumers also get a discount as a bonus.

People are becoming more familiar with Gojek thanks to this app. Gojek has begun to build a number of new payment features in addition to the online passenger check-in service (Go Ride), which includes online restaurants (Go Food), online taxi services (Go Car), and product delivery services. (Go Box). Gojek Indonesia has been able to grow rapidly thanks to huge financial support from many investors. Here are some investors behind the stage of Gojek Indonesia:

- a. NSIVenture
- b. Sequoia Capital dan DST Global
- c. KKR, Farallon Capital, WarburgPincus, Capital Private Market
- d. Google
- e. Astra Internasional
- f. DjarumGroup (PT Global Digital Niaga)

METHODOLOGY

This study use qualitative research methodology in conjunction with descriptive analysis. Using qualitative research methods allows for a better understanding of how individuals see a particular situation. Despite the numerous strategies used in qualitative research, it is generally recommended to be accurate and focus on richly exploring meanings while analyzing data. Basic theory, ethnography, action analysis, phenomenology, and numerical analysis are all common methods in qualitative research, as are emphasizing differential goals and probabilities. Qualitative researchers also use themselves as "instrumentals" in the research process, ensuring that all conclusions and insights are filtered via their personal perspectives.

RESULTS AND DISCUSSION

1. Online Gojek

Customers can use their gadgets to order online checks, and drivers who receive orders and are ready to deliver customers to locations connected to them. Ojek online is one of the app-based transportation.

2. Features found in GOJEK ONLINE

NEXT FEATURES DESCRIPTION:

A. GO-Ride

A motorcycle courier service ready to pick up and deliver customers to their locations.

B. GO-Car

A black-plated private vehicle pickup service that will pick up and deliver the customer at the agreed location.

C. GO-Bluebird

Application users can order special cars for Blue Bird taxis through this service.

D. GO-Food

A service that offers online delivery. By extending its business reach to users of the Gojek app, Business Partners who are registered with the GoFood service will be able to increase sales by receiving GoFoods orders in the GoBiz app.

E. GO - Send

A small-scale package delivery service dedicated to delivering documents or goods more quickly and easily.

F. GO-Deals

A service that offers exclusive discounts in the form of coupons in various areas, including e-commerce, services, lifestyle, as well as food and beverages.

G. GO-Pulsa

A service designed to make it easier for consumers to use the Go Pay balance to get the need to replenish the prepaid pulse.

H. GO-Points

Is a service that offers cashback balances to users as a reward for completing transactions. It's a global point system. GoPay Coins can be used to: Order snacks at GoFood and Pay for services at Gojek.

I. GO-Nearby

This feature simplifies a lot of things because it allows you to find the nearest business partner who accepts GO-PAY payments on GO-NEARBY.

J. GO-Bills

A service that enables you to use GO- PAY to pay your daily bills.

- K. GO-Shop
A Gojek product service that allows you to buy almost anything from anywhere. With this feature we can locate and set the location of the store where you want to buy the goods and the driver will make the payment and deliver the item to the location.
- L. GO-Mart
Is an intermediate messaging service where customers can order shopping products through the Gojek app. The next partner drivers will pick up the shopping products that have been prepared outlets and deliver them to the M customers.
- M. Go-Box
Provides the service of semi box vehicles, box cars, pickup trucks, and semi box trucks for transportation and delivery of goods. Through the Gojek app, this service can be ordered anytime and anywhere you need it. It has a clear price structure depending on the distance taken. (per kilometer).
- N. GO-Message
Massage with GO-MASSAGE can be a perfect solution to help refresh the body practically. Massage is not only beneficial for removing irritations and calming the mind, but it has many other benefits.
- O. Go Daily
For a wide range of everyday needs, such as rice, gasoline, and drinking water, GO-Daily offers convenient, fast, and easy booking and delivery services. Receives orders ranging from 5 kilos to 12 kilos for popular products like LPG gas, BMW rice, VIT, Amidis, and AQUA.
- P. GO-Clean
Cleaning service for professional cleaning of cost rooms, homes and offices.
- Q. Go-Fix
A professional and reliable service of repair and maintenance of electronic appliances and household components.
- R. GO-Laundry
A service of pick-up of laundry and the like that can be done through the GO-JEK app.
- S. GO-Glam
A professional on-call beauty service that allows its users to enjoy salon facilities in various places, both at home and in the office.
- T. GO-Tix
A service that provides a variety of information about interesting events and activities. Besides, GoTix can also be a ticket service for the activities, one of which is watching movies in the cinemas.
- U. GO-Auto
A service that requires vehicle service, from anywhere and anytime. All you have to do is access the app and select the necessary services, then set a schedule for the technicians to arrive at home.
- V. GO-Med
A service that can buy medicines, vitamins, and other medical needs through licensed pharmacies.

3. The Benefit Of Using Online Gojek

A. Ease and convenience

Online checkservice allows users to order checks easily through the app on their smartphones. This makes the process of ordering checks faster and easier without the need to find them on the go. Users can use it anywhere, even in the room.

b. Affordable price

It's a lot more expensive online than conventional or base taxis. The loss of my operational capacity is so low that I don't have to pay for a garage rental or look for a parking space. Besides, online checkout services also often offer promotions or discounts, so it can be more cost-effective than using other transportation.

c. Security

Online checkservice ensures user safety by providing detailed information about the checks and drivers that will bring the user. This information includes the driver's name, vehicle registration number, as well as photos and reviews from other users. In addition, the user is in a position to apply until we ensure that the route is passed and ensures the safety of the journey.

d. Payment facilities

The online checkservice allows users to make payments easily through paper applications. With drivers. Users are choosing how to pay for a particular wallet or credit card, and don't have to worry about the problem of a refund.

e. Accessibility

Online check services are available 24 hours a day and 7 days a week, so users can access the service anytime and anywhere. Online checking services are also available in many cities and regions so that users can easily find a check when traveling to unfamiliar places.

f. Best user experience

Online checkservices always strive to provide the best user experience. Viewed from the quality of the vehicle and the chosen driver, the route arrangement.

g. Easy sharing of travel

Some online check-in services provide an option to share travel with other users who own the same routes. It does not save travel costs, but also helps reduce traffic jams and reduce exhaust gas emissions.

4. Eight Of Online Users

Discontinuation Of Photographics and Updated Application with Drivers in Gojek

Ojek online is becoming one of the most promising transportation these days. Because the route is clearly marked, internet checks are not only safer but also very affordable.

But unfortunately, today's progress in the creation of online e-books is getting less and less. Besides, a number of complaints are also frequently voiced by Internet users. One of them is the driver's incompatibility in the field with the photo in the app.

1. CANNOT CHOOSE DRIVERS IN GO-JEK APPLICATIONS

Besides, on the GO-JEK application we can't choose drivers. Although Gojek gives self data to every driver who will take us to the destination, the driver who is not sending the passenger will give the answer, and we will be sent directly by the fastest driver who gives the response.

2. Application controls

Lastly, GO-JEK applications often experience errors that cause applications not to respond to what their users request. This makes users feel annoyed and distracted when they want to use GO- JEK applications. 2004 and became a legitimate business in 2007. Zenius has more than 22.000 learning resources available, ranging from SD to High School, including materials for SBMPTN perception as well as lessons presented in video format. Every number has a topic and a discussion on the material. Zenius.net's content can provide users with easy-to-understand, engaging, and very helpful learning resources. Zenius.net has many advantages over other E-learning websites available in Indonesia, in terms of the quantity of available content. There are various types of materials available here, derived from various curricula and educational programs. However, upon closer inspection, there are still a few issues in various areas. Nevertheless, Zenius.net is already recognized as capable of carrying out its tasks as an E-learning platform.

Conclusion

Based on the results of the research carried out and discussions in the previous chapter, the conclusion was as follows:

- 1) The level of satisfaction of the people of Bekasi City with Go-Ride indicates that the passengers and users as well as drivers of the GO-JEK service, in particular the online mode of transportation GO-RIDE, are still not fully satisfied. The average gap value of -0,16 on the passenger questionnaire and -0,15 on the driver's quiz shows that the service GO- RIDE still does not meet passenger expectations.
- 2) The parts which are to be defended should receive the attention of the GO-JEK in accordance with the average value of the level of conformity which is:
 - a. From the passenger side, with an average score of 96.12% compliance level, there are 14 parts that need to be retained from GO-JEK, namely:
 - 1) Driver using the system 3S (Smiles, Greetings, Salutes).
 - 2) Ability of the driver in solving problems that occurred during the journey process.
 - 3) Ease of payment transactions.
 - 4) The application is easy to get/download and easy to use.
 - 5) Application-based booking makes it very easy for the consumer.
 - 6) Drivers and appearance clean, fast
 - 7) Condition of the vehicle used is still in a decent and good condition (safe, clean and not strike).
 - 8) The ability of the Go-Jek to receive orders as requested by the customer.
 - 9) If the customer encounters obstacles during the trip, the driver is ready to help.
 - 10) Cars obey traffic rules, pay attention to traffic signs, signposts, and signpost.
 - 11) The ability of the driver to meet the time requirements.

- 12) The accuracy of the timing of the shipment.
- 13) Informational tariff/conflict is clear
- 14) Drivers who have been injured by foot when crossing on a zebra cross.

Suggestion

As a result of the researchers' analysis, you're a writer for the GO-JEK party that can be of interest:

- 1) GO-JEK is expected to be able to improve the performance of its services in order to meet the needs of users for affordable, secure, fast, and expected online transportation.
- 2) It's best for the GO-JEK to immediately refine and upgrade the parts that require additional care. For example, there is still a problem of driver delays on the GO-JEK service, especially on the online transportation of GORIDE and its app that is still vulnerable to errors.

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