



Quality of Online Transportation Services for Women in Manado City, North Sulawesi Province

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Abstract

Complaints about the quality of service can be seen from the punctuality, professionalism of the driver, cleanliness of the driver and facilities to the amount of service prices, safety and comfort. To make this online transportation service remain good and become the choice of the community, it is necessary to improve the service by improving the quality of service. This study was conducted to identify and analyze the quality of online transportation services specifically for women in Manado City. By conducting this study, it is hoped that there will be a recommendation that can be put forward regarding transportation problems in Manado City in terms of service quality for women. Therefore, this study was conducted using a qualitative design through a phenomenological approach. The research informants were women (office workers, students and housewives) users of online transportation services) and online transportation drivers. Data were collected through interviews with informants, conducting observations using online transportation and conducting secondary data document searches with the help of the Google Scholar application. The analysis technique was carried out by means of data reduction, data presentation and drawing conclusions and data verification. The research findings that online transportation is very much needed by the community to support smooth activities. Friendliness, competence, security, facilities and prices are important factors in the quality of online transportation services. Security is the most important factor for women in Manado City in choosing and using online transportation.

Introduction

One thing that we cannot avoid today is the development of technology in relation to activities and the fulfillment of community needs. because the development of technology that is currently occurring has an impact on all activities of community life and in the implementation of public service processes. Services provided by the government to the community have also undergone adjustments along with technological advances (Maisyarah, 2019). Law Number 25 of 2009 divides public services into three large groups, namely administrative services, goods procurement services and service services. The government based on this policy is the main implementer in the provision, provision to regulation and supervision of services. One of the services that is currently developing rapidly and has become a community need is transportation services. This transportation service is said to be developing very rapidly because it is in line with the development of information technology. Public transportation which was initially very difficult and needed to make adjustments to the service process provided has changed with the presence of new information technology. Public transportation that uses new technology is called online transportation. In its development, regulations have been made based on the Regulation of the Minister of Transportation Number 108 of 2017.

This online transportation is not only found in big cities such as those on the island of Java. However, it has spread to remote areas and villages. As a result, people in fulfilling their transportation service needs have begun to switch from conventional transportation to online transportation (Susanti et al., 2021). The use of online transportation can be easily done. Just by using a mobile application and supported by an internet network, people can use this online transportation service. Considering the existence of this promising business opportunity, online transportation services have also developed rapidly. For example, Gojek, Gocar, In Driver, Maksim and other online transportation services. To make people use these transportation services, there is competition in offering prices and providing other supporting facilities (Anggriana et al., 2017). However, it is also followed by various complaints about the online transportation services provided by application owners and service providers. People are starting to compare prices, safety, comfort, punctuality and other things related to the services provided.

One prominent problem that has become a public concern related to the quality of transportation services is for women as service users. The women in question are working women, housewives and school-age children (Atik et al., 2020). Safety and comfort in traveling are very important in online transportation services for women. Many cases have been obtained related to the use of online transportation services for women in terms of safety, sexual harassment, fear due to reckless drivers to discomfort due to different car and driver identities from application data and actual conditions. The problems above have occurred in many cities in Indonesia. However, it also occurred in Manado City. A case that went viral on social media was a driver trying to commit sexual violence against a female service user, rape by one of the drivers of a female transportation service user or complaints related to reckless drivers and vehicles that were not suitable for use in online transportation services. This problem requires seriousness to be resolved properly and in accordance with scientific studies that can be accounted for. The government, which has the authority to supervise and grant operational permits for online transportation services, requires input from academics and universities in determining policies and implementing actions.

This study is very important to find a solution. Research conducted by Sam Ratulangi University as part of the 2021-2025 strategic research plan provides space and opportunities for this research to be conducted. Because there are two leading fields that accommodate this problem. The two leading fields in question are the leading fields of social humanities, arts and culture in the focus of the study of strengthening social capital, and the leading field of transportation in the focus of the study of technology and transportation safety management. This research was conducted for the purpose of identifying and analyzing the quality of online transportation services specifically for women in Manado City. By conducting this research, it is hoped that there will be an academic recommendation related to transportation problems in Manado City in terms of service quality for women. This research activity is in line with the strategic research plan of Sam Ratulangi University in the two leading fields that accommodate this problem. The two leading fields in question are the leading fields of social humanities, arts and culture in the focus of the study of strengthening social capital, and the leading field of transportation in the focus of the study of technology and transportation safety management. So, through this objective, the targeted research and outputs are useful in contributing to the development of public administration science, especially in public service management and the implementation of government and urban society. The results of this study can enrich the research team for exploration and adjustment of lecture materials as the field of expertise taught. Also strengthens lecture materials in the discipline of government in developing concepts based on field facts that occur in the services provided to the community. and is useful

in efforts to achieve targets as part of the strategic research plan of Sam Ratulangi University as a higher education institution in North Sulawesi Province.

Methods

The object of this study is the Quality of Online Transportation Services for Women. While the location of the study was conducted in Manado City. The research design that will be used is a qualitative design (Creswell, 2015). The selection of a qualitative research design is because it identifies and analyzes the quality of online transportation services specifically for women in Manado City. By conducting this research, it is hoped that there will be a finding that can be recommended regarding transportation problems in Manado City in terms of service quality for women.

The informants who are planned to be interviewed in this study are those who are considered to have knowledge, data and information related to the research object. The informants are representatives of the elements: (1) Women who use online transportation services with the criteria of housewives, women who work in offices, women with student or college student status; (2) Drivers who run online transportation services; (3) Employees of online transportation service companies. The data collection techniques used in this study are as follows: (a) Interviews. In-depth interviews will be conducted with informants. The interview is guided by an interview guide that is prepared as the object of the study; (b) Observation. Observation or direct observation of the process of Service Quality of Online Transportation Services for Women in Manado City; (c) Literature Study (Documentation). Literature study is conducted by collecting documents related to the Service Quality of Online Transportation Services for Women.

The stages of data analysis are carried out by: data reduction, data interpretation and drawing conclusions / data verification (Creswell, 2015). In addition, FGD activities are also carried out to strengthen data analysis. In addition, there will also be meetings in national seminar activities related to the problems of the research object so that comparisons of data and information can be obtained regarding the Service Quality of Online Transportation Services for Women.

Result and Discussion

Manado City has experienced very rapid development in the process of social interaction and fulfillment of life needs. Community activities related to work, business, education, health and family have an impact on the need for transportation facilities. The development of technology and the development of transportation businesses that are currently occurring require transportation service business owners to make adjustments. The use of transportation services that previously depended heavily on the use of city transportation or private transportation with technological developments has shifted to the use of online transportation. To carry out activities outside the home using transportation, people no longer have to use public transportation such as city transportation or private vehicles. Just by using the application media on a cellphone with an Android operating system, people can use online transportation services to a desired place. Until now, there have been several online transportation service companies operating in Manado City. These online transportation service companies include Gojek, Grab, In Drive, Maxim. These four online transportation service companies serve all communities in the Manado City area. Price competition and various other forms of services and promotions are carried out by online transportation service companies to attract public sympathy. There are even online transportation service companies that boldly innovate related to security guarantees for service users. There are also online transportation service companies that boldly promote in the form of price negotiations, pick-ups and drop-offs with more than

one point, pick-up and drop-off trips can be monitored by more than one service user and so on. All of the above are not only related to business competition for online transportation service companies. But also in efforts to realize the quality of service for online transportation service users. The focus of the problem in this study is on the quality of online transportation service specifically for women by taking the research location in Manado City. Paying attention to the focus of the problem that provides special emphasis for women in relation to the quality of online transportation service is very important. Because the security and comfort of using online transportation is very much needed. There have been many incidents that are detrimental to women from the bad behavior of service providers (drivers) requiring enforcement and protection efforts from the government. The results of this study are expected to be one of the sources of recommendations for the government in supervising online transportation services for women in particular and the community in general. The lack of specific research related to the research object and location of this research and the lack of recommendations that can be scientifically used by the government to overcome this problem are strong reasons and are considered urgent so that this research needs to be conducted.

From the research conducted by making online transportation service users, namely women, it was found that friendliness, security, facilities and prices are interesting things to examine related to the quality of online transportation service services. Online transportation service users who were interviewed revealed that they found many drivers who picked them up were mostly unfriendly. The drivers were very rude when communicating on the application, when contacting via cellphone or when arriving at the pick-up point. The drivers also often use impolite words when dropping off service users who have beautiful faces. They are also impolite when speaking to female service users who bring small children or carry more goods. The use of language, words and attitudes shown by some of these online transportation service drivers makes the quality of online transportation service services for women less good. The speech, language and attitudes shown by the online transportation service drivers above are not only part of the friendliness factor related to the quality of service. However, it is also related to the safety of service users. This study makes women an inseparable part to explain the problem of the quality of online transportation service services. Because there have been many complaints and problems that have occurred and been experienced by the community, especially women when using online transportation services. Harassed verbally or non-verbally, physical or non-physical violence and others have been experienced by women when using online transportation services. Although many problems related to security in the use of online transportation services do not reach the legal process, it turns out that complaints from women who use online transportation services in Manado City are quite a lot. Most of the service users who were interviewed stated that they had experienced violence or verbal sexual harassment. Most online transportation drivers who commit violence or verbal sexual harassment are accompanied by jokes. However, their jokes have actually greatly disturbed the privacy of women who use online transportation services. There are also drivers who deliberately direct the control mirror towards transportation service users, play videos in vehicles containing films or songs with sexual nuances and others. Women who use online transportation services who were interviewed also found a mismatch in the identity of the vehicle or driver. The mismatch in the identity of the vehicle or driver is also related to user safety. Even though there has not been any case of user security in relation to vehicle identity or driver identity, this makes women who use online transportation services feel less safe and less comfortable on the trip. Because if something unwanted happens or a disaster occurs on the trip, data and information related to the vehicle and driver are needed. In the application, what is recorded is the vehicle or driver who registered with the online transportation service

company. However, in reality there has been a difference in one or both identities. This will make it difficult for all parties to resolve what happened.

The quality of online transportation services is also related to the availability and suitability of facilities in the vehicle. Vehicles used by service provider drivers were found to be unsuitable. Complaints submitted include those related to the tone of vehicles that have been modified so that they are very unsuitable and disruptive to the trip. When on an uphill route, damaged roads, potholed roads or when there are obstacles on the intended road, vehicles that have been modified experience obstacles in delivering service users. There are also vehicles that have been modified with audio visuals so that they are very disruptive during the trip. Likewise, air conditioner (AC) facilities that do not function properly, dirty vehicles, vehicle fresheners that smell too strong to the condition of the engine and body of the vehicle. Online transportation service companies apparently do not carry out regular checks related to the condition and facilities of the vehicles used by their partners in serving vehicle transportation service users. This has an impact not only on their partners but also on the good name of the online transportation service provider company. The quality of online transportation services for women is also related to the price factor or costs that must be paid to the driver. With the availability of a price offer menu, service users are more flexible in choosing online transportation services. Likewise, with the availability of pick-up and drop-off offers for service users who are in more than one place, it becomes a consideration to choose an online transportation service that is connected to the cost. Online transportation service users will use cheaper transportation services. This results in price competition for online transportation service companies. However, in its implementation, drivers often also ask for additional costs that must be paid outside of the price listed in the application. There are also drivers who ask for additional prices/delivery costs if they find service users who are carrying more goods, or bringing school-age children. Another reason that is often used as a basis for drivers to ask for more payment when there is a mismatch in the pick-up location (the location does not match the map) or shifts from the selected pick-up or drop-off location.

With the complaints related to friendliness, security, facilities and prices found in this study, it can be understood that the quality of online transportation services, especially for women, has not been as expected. The presence of online transportation services is actually not only related to the process of adaptation of society due to the development of information technology. However, it is also more about fulfilling the needs of society for transportation services and the implementation of aspects of public choice. The government provides space for the public to be involved in fulfilling the needs of society. Service services which are one of three forms of public services are an inseparable part of Law Number 25 of 2009. Transportation is a necessity for society in various activities. The development of areas including the City of Manado which is related to settlements and housing which must be admitted not all of them can be accessed by public transportation. So that some people are very helped by the presence of online transportation services. Online transportation services whose operations use information technology make the government, private sector and society collaborate and participate in fulfilling the needs of society. The application of information technology in the public service process is in line with the implementation of Law Number 25 of 2009 which mandates the government to provide, regulate and supervise all forms of services needed and provided to the community. One form of service that is currently developing is transportation. Public transportation is a type of public transportation that is used together by the public. Public transportation is one of the ways taken by the government to limit the proliferation of private vehicles circulating on the streets, causing increasingly severe congestion. This is because the low quality of city transportation can be a major problem in traffic matters. In this public

transportation service, the government acts as a service provider and the government appoints other parties, including BUMN. Public transportation in Indonesia is very diverse, even spreading to online transportation (Putra et al., 2023).

Transportation services based on information technology are the main choice for city residents today. Online transportation services are indeed not carried out by the government but by the private sector using mobile applications. However, the government has the responsibility to regulate and supervise and take action if there are online transportation service providers who do not pay attention to the quality aspect of the service. Service can be understood as the activity of a person, group and/or organization either directly or indirectly to meet needs (Pasolong, 2010). Public service is a process of activity/service provision activities carried out by an organization in an effort to meet the needs of the community in order to achieve certain goals (Riani, 2021). Meanwhile, the quality of public service is the ability of a public service organization to provide services that can satisfy service users both through technical and administrative services (Dwiyanto, 2021). Or the quality of public service is a dynamic condition related to product services, humans, environmental processes where the quality assessment is determined at the time of providing public services (Wahyuni, 2017). According to Triguno, the best service is to serve at all times, quickly and satisfactorily, be polite, friendly and helpful, and professional and capable (Wahyuni, 2017). According to Kotler & Keller (2016) stated that "quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs". Service quality is all forms of activities carried out by the company to meet consumer expectations. Service in this case is as a service or service delivered by the service provider in the form of convenience, speed, ability, and accuracy in providing services for consumer satisfaction (Saputri, 2019).

The concept of Parasuraman as contained in Wahyuni (2017) is related to the main dimensions for assessing the quality of services or services related to: (1) Direct evidence (tangibles), which includes physical facilities, equipment, employees, and communication facilities; (2) Reliability, namely the ability to provide promised services immediately, accurately and satisfactorily; (3) Responsiveness, namely the desire of staff to help customers and provide responsive service; (4) Assurance, which includes knowledge, ability, politeness, and trustworthy nature, free from danger, risk or doubt; (5) Empathy, which includes ease of making relationships, good communication, personal attention and understanding customer needs.

The dimensions of good public transportation services are safe, fast, affordable and comfortable services (Kurniawan, 2014). Related to the quality of online transportation services, namely security, a dimension that refers to the company's ability and the behavior of its frontline workers to build trust in its customers. So that four aspects related to online transportation services are put forward (Winarni, 2022), namely Friendliness, Competence, Credibility, and Security.

One of the factors that is considered important is related to efforts to improve the quality of public transportation services for the sake of comfort and safety for users (Putra et al., 2023). Therefore, facilities and infrastructure are also needed that can provide comfortable facilities and provide protection for their users (Sahara & Yuliana 2021).

Conclusion

People who live and work in Manado City have made online transportation services one of the choices to meet their transportation service needs. The development of the operation of several online transportation service companies followed by various innovations and business

promotions has made people have many choices and have an assessment of the quality of services provided. Friendliness, security, facilities and prices are important factors for women in Manado City related to the quality of service and in choosing online transportation services. The attitude and speech of the driver are important things to consider for women who use online transportation services related to the friendliness factor. Vehicle identity, driver identity, communication patterns and forms of drivers and the ability to drive vehicles are important aspects of the safety factor that are considered by women in Manado City in choosing online transportation services. The suitability of the vehicle in terms of engines and other facilities is an important part of the quality of service in the facility factor. Company innovation in applications and promotions related to costs are important choices for women in using online transportation services. There are patterns and forms of communication as well as attitudes and words from drivers that have the meaning of sexual harassment experienced by women who use services, making them more selective in choosing online transportation services. Online transportation service companies that do not regularly supervise vehicle identity and driver identity make the quality of online transportation services less good.

In order to make the quality of online transportation services good and in accordance with the mandate of the policy, there needs to be collaboration from the local government, online transportation service providers, partners of online transportation service providers and the community. The government needs to continue to supervise online transportation service providers and partners of online transportation service providers regarding compliance that must be met as per existing policies. Partners of online transportation service providers also need to make improvements in terms of friendliness, security, facilities and prices. The community needs to be more careful in using online transportation services so that they do not harm themselves and their families in material or non-material ways.

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