

## The Interest Level Analysis of Online Transportation in Tiban Area, Batam

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### ABSTRACT

*This study's population, which consists of customers who use online transportation services, tries to ascertain how people in Tiban feel about utilizing it. The questionnaire approach was utilized in the sampling procedure, and as many informants as feasible from various ages and professional backgrounds were given connections. The analysis is a descriptive qualitative method suitable for giving information and facts. The findings of the questionnaire revealed that using online transportation benefits the neighborhood. People may travel easily using online transportation, providing several promotions, and ensuring client safety. The study's findings demonstrate how consumers see internet transportation as a significant and favorable outcome. Public perceptions may affect how people regard online transportation. Because online transportation serves the community, its capabilities and other characteristics can influence its opinions. The quality of the service itself determines whether Internet transportation is seen favorably or unfavorably by society. The performance of online transportation drivers while delivering services to the community supports service success in the service sector. Both negative and positive customer opinions of online transportation will be influenced mainly by the services offered to the community. As the preceding explanation demonstrated, the community, particularly the citizens of Tiban, is impacted by the usage of online transportation based.*

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### 1. Introduction

Transportation is Internal combustion machines (ICEs) that burn liquid energies deduced from petroleum are used nearly simply in transportation, and there is a significant and rising global need for transportation energy [1]. The bulk of people performs transportation-related everyday tasks there. The use and impacts of transportation are mainly impacted by how densely peopled a place is [2]—the operation of the Greater Toronto and Hamilton regions of a Single Discrete Choice Model (GTHA). The proposed model combines the phrasings of the Independent Vacuity Logit (IAL) and Constrained Multinomial Logit (CMNL) models for optimal benefit. What is suggested is a Semi Compensatory Independent Vacuity Logit (SCIAL) model. The empirical disquisition uses a dataset of applicable trip mode selections to represent a lift-hailing service (e.g., Uber) [3].

The participating frugality idea has gained much societal acceptance in Indonesia. Participating in frugality motivates individuals to partake in coffers to develop more effective husbandry. A business concept known as "participating frugality" enables access to coffers possessed by people or businesses for use or consumption by others, performing on the principles of effectiveness and combining unused means. The Internet transportation business model is one of Indonesia's most active sharing husbandries. Nearly 10 million people have downloaded the Go- Jek app from the Google Play Store; it is also accessible via the App Store (iOS). Snare, a redoubtable rival to Go- Jek in this request, has been downloaded on around 10 million Android smartphones. The most popular online transportation

services in Indonesia are GO- JEK and Grab-Uber, which have integrated into daily life, particularly in significant metropolises [4].

The demand for artificial, marketable, and domestic space has increased due to the rapid-fire urbanization of Batam, one of Indonesia's swift-growing municipalities. Nevertheless, due to the defined vacuity of land, there is a procedure for transferring the scores of being land. The extent to which social, economic, and artificial factors on Batam Island impact those changes may be assessed by looking at changes in the land usage [5]. This makes it possible to classify Batam's use of internet transportation as high. Numerous commuters in Batam use the Internet. It is profitable and practical for Batam residents who struggle with transport and can boost the original frugality.

The Tiban region is one of the areas that constantly employs internet transportation. Online transportation is highly salutary to the occupants of Batam, particularly those who live in the Tiban region. Everyone can use the Gojek operation, including workers, community members, and scholars [6]. With the Gojek platform, we may travel easily. Internet transportation may save us time while also ensuring our safety. Compared to a regular taxi, online transportation is safer. Why? So if we take a regular cab, we must find out if it is a legitimate taxi or whether an evil person is disguising themselves as a regular taxi to trick others. Although not usually, internet drivers have positive traits. Because occasionally, drivers of online transportation in Batam, particularly in Tiban, have undesirable traits. However, when compared to regular cabs, internet transportation is more secure.

This study's primary goal is to determine how interested the Batam community is in using online transportation. The flaws discovered throughout the trip can also be examined in this investigation. The findings of this study help determine whether using Internet transportation saves time and whether it is more secure than using regular taxis. Also, whether passengers receive quality facilities or services while on the trip. Because client happiness is a vital aspect of a company's success, customers are happy with the business for various factors, including the company's prices and service standards. Customer demands and accuracy in matching expectations are the main goals of service quality. Internet transportation providers work to meet customer demands [7].

## **2. Literature Review**

### **2.1 Online Transportation**

The transportation industry has a significant impact on the socioeconomic development of countries all over the world [8]. Adequate transportation affects an area's growth because it may facilitate the transfer of people, goods, services, and information from one location to another [9]. As a result of the swift technological advancement, the transportation sector now offers online-based services. You may now order using the app, making travel more accessible. The app does a quick driver search. Applications like Gojek, Grab, and Maxim are some examples of online transportation providers that provide different travel services upon arrival.

With online transportation, travelers may now be more certain that they will receive transportation that meets their requirements and wants. Due to rates that are established depending on the distance traveled, para passengers are also exempt from participating in the negotiating process. Because the charge was predetermined at the beginning of the trip based on the distance covered, riders do not have to worry about increasing prices when stopped in traffic. For some folks, online transportation is their top option. There are issues for individuals who rely on transportation services but do not use technology, even though the transportation system still has flaws [10].

Choosing a mode of transportation is relatively easy because it only consists of public transport, personal transportation, or online transportation [11]. Government-run public transit is unable to address the people's complaints. A poorly linked transportation network system cannot handle the high degree of community mobility, which can lead to issues with urban transportation. Those with high levels of mobility demand longer journey times due to a lack of integration in the public transportation system, which lowers travel time efficiency. Urban transportation issues such as pollution and traffic congestion are also present. Air pollution is another factor contributing to people's reluctance to leave their homes or places of employment.

Online transportation is more cost-effective than traditional taxis and motorcycle taxis, providing the highest level of community mobility while offering convenience, comfort, and security [11]. As the number of smartphone users and owners of Android and iOS devices increases, so does society's reliance on the Internet and smartphones. These potentials led to the establishment the internet company Ojek (Go-Jek), which offers motorbike taxis for hire. Because smartphone users can readily download apps for app-based ordering using either the Android or iOS operating systems, the phenomenon of online transportation is now a popular topic of discussion [12].

## 2.2 Online Transportation User Satisfaction

Online transportation is preferable to its use when compared to other forms of transportation like private and public transportation. Along with providing services for travel-related activities like driving cars or riding motorbikes, they also provide services for product delivery, fast food purchases, buying necessities for the house, and more. The advantages of using an online transportation app include the potential for time savings, cost-effectiveness due to the abundance of promotions, and so on. Moreover, online transportation ensures ongoing security because the program always notifies us of the driver's whereabouts, or what is known as GPS. Because operators and staff are working toward a goal highlighting the value of timely and frequent service, comfort and cleanliness, operator and staff conduct, and safety [13].

A consumer is far more likely to remain a customer for a long time if they are happy with the value that a product or service offers. Customer satisfaction is the degree of sentiments one experiences after contrasting the outcomes received with what was anticipated. Customer happiness is positively impacted by service quality [14]. Moreover, customer satisfaction will affect the company's reputation [15]. Three online transportation apps are. And each of the three programs has a method for attracting a sizable following.

Each online transportation service provider competes with the others to create apps by putting into practice numerous advances offered in its services but not immediately included. When utilizing the online transportation application, users can encounter various problems despite the built program performing at its peak performance [16]. The usage of GPS by drivers is one example of a feature present in online transportation. Consider the usage of GPS, though, as there are obstacles. The GPS does not travel, a common barrier to using GPS. Because of this, many individuals are unaware of whether the online transportation driver is moving or not. Therefore, fewer individuals now trust online transportation software. Building and growing brand trust will therefore improve customer satisfaction. In addition, by increasing customer pleasure and trust, it will be possible to lessen the effect of client retention [17].

## 2.3 Factors Influencing the Interest Level Of Online Transportation

Several factors influence the interest level in online transportation. According to a study [18], the ease of use of online transportation apps, availability of drivers, and pricing are the top three factors that

affect users' interest levels. The study found that users are more likely to use online transportation services when they see it easy to use the app, when more drivers are available, and when the pricing is reasonable. Another study [19] also identified the importance of pricing in influencing users' interest level in online transportation services. The study found that users are more likely to use online transportation services when the pricing is competitive and reasonable compared to other modes of transportation.

Online transportation has been gaining popularity in many parts of the world, including Indonesia. According to a study [20], several factors have contributed to the growing interest in online transportation services. These factors include the convenience and accessibility of online transportation, the availability of various transportation options, and the competitive pricing of these services compared to traditional modes of transportation. Furthermore, the study revealed that trust and satisfaction with online transportation services also played a vital role in determining customers' interest levels.

The expansion of the local economy and the availability of reliable online transportation services will immediately correlate with the development expansion, and income will also rise. Transportation utilization and time and distance are tightly connected. Most of the time, consumers choose online transportation the longer the distance traveled [21]. So, it is not unexpected that many increasingly use online transportation.

But consider that each form of transportation can provide a different amount of enjoyment. This is brought on by modifications to the mode selection's attributes. A person's choice to select the preferred mode of transportation will be influenced by changes in features, such as changes in the cost of travel from a mode owing to a rise in fuel oil [22].

### 3. Method

One of the main drivers of scientific modeling and study is data. Data are pieces of knowledge gathered via careful observation [23]. Yet, huge datasets are just information without meaning if they are not correctly evaluated and converted into reliable forecasts [24]. To collect characteristic data that online transportation clients are interested in using the Importance Performance Analysis (IPA) approach, the study begins with an online transportation survey to identify the current conditions [25]. Then list the problems as variables that will be the primary sources of information for the study [25]. The following step will involve gathering information and determining the population size [25]. The route taken for this research is from the Tiban Center market to the Morning Bakery, which is 3 km long (Figure 1).

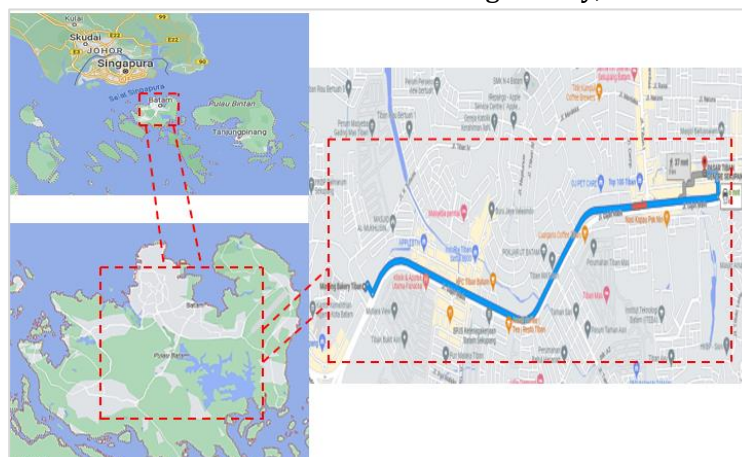


Figure 1. Research Location

This research was conducted directly by distributing questionnaire links. The survey aims to ask whether they are satisfied with the services provided by online transportation. After you get the survey results, the following step is to decide what to do with them. Data must be considered by decision-makers using various commonly acknowledged techniques, and if understood correctly, the data will be useful [26].

#### 4. Result and Discussion

##### 4.1 Research Participants' Respondents' Age-Related Characteristics

Following the publishing of the questionnaire-based survey. 55 individuals responded to the survey. Numerous variables derived from the data may be utilized to gauge the Tibetan population's level of interest in online transportation. Some of the traits of the Tibetan people are described below. The age characteristics of the respondents who use online transportation in Tiban can be seen in Table 1.

Table 1. Respondent Age-Related Characteristics

Age	Amount (Person)
17-20	46
21-25	8
26-30	1
<b>Total</b>	<b>55</b>

An overview of the frequency distribution related to the respondent's age utilizing transportation online was presented based on the data in Table 1. 46 responders, most of them were between the ages of 17 - 20. Then, up to 8 informants between the ages of 21 -25 followed. About 25–30 years older than the individual, the rest. These findings suggest that customers. Teenagers between the ages of 17 and 20 make up most transportation online users on Tiban; this is achievable since that age range is productive.

##### 4.2 Characteristics of informants related to work

Table 2. Respondent related to work

Work	Amount (Person)
Student	49
Government Employees	0
Private sector employees	4
Entrepreneurship	0
Unemployed	2
<b>Total</b>	<b>55</b>

The data above summarizes the frequency distribution based on data from Table 2—use of online transportation. Most of them are university students, by numbers 49 people. After that, followed by 4 private workers, and the other 2 have yet to work. So, it can be concluded that more students use online transportation.

##### 4.3 Analysis Of the Interest Level of Online Transportation

Based on Figure 2 above that each item in the questionnaire is original. Service Quality Variable Affects Customer Satisfaction with Online Transportation Services. Data is collected from the top 3 votes sorted from the most to the smallest. Based on these data, 54% of respondents agreed, 29% were reasonable, and 11% strongly agreed. Therefore, the public agrees that Internet transportation offers high security.

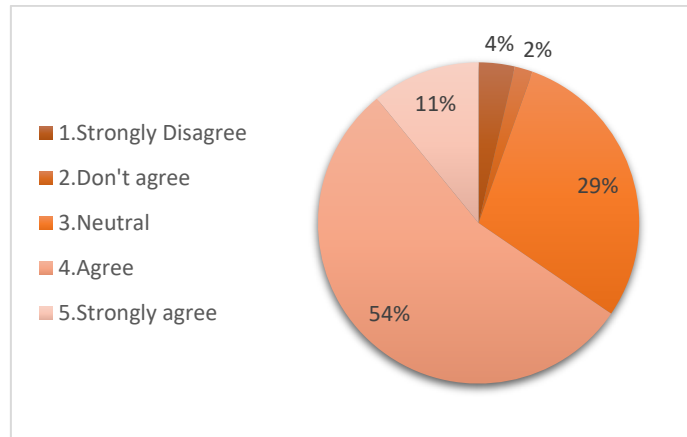


Figure 2. High Levels of Safety

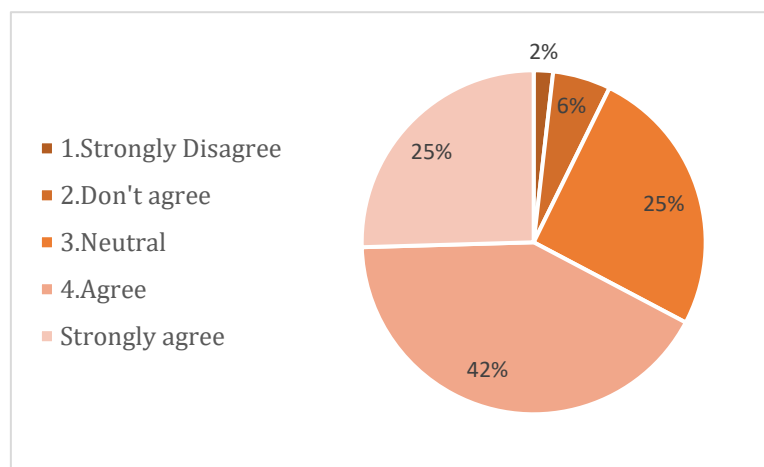


Figure 3. Affordable Prices

Every question in the survey is exclusive, as seen in Figure 3 above. Variables that affect service quality influence customer satisfaction with online transportation services. Data are compiled using the top three votes, ranked from most to least popular. These results showed that 42% of respondents agreed, 14% slightly agreed, and 14% strongly agreed. As a result, the public accepts that the expenses of online transportation are fair.

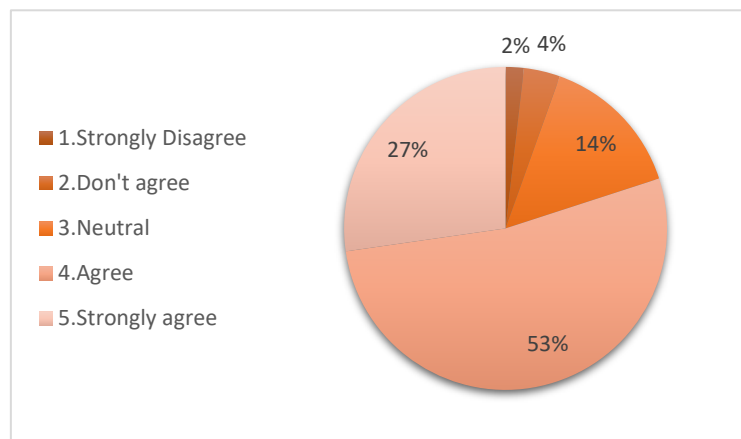


Figure 4. Provides An Interesting Service

As seen in Figure 4 above, each survey question is original. Customer satisfaction with online transportation services is influenced by factors that impact service quality. The top three votes, ranked from most to least popular, are used to compile the data. According to these findings, 29% of participants

agreed, 15% strongly agreed, and 8% were neutral. Online transportation can therefore create a compelling impression.

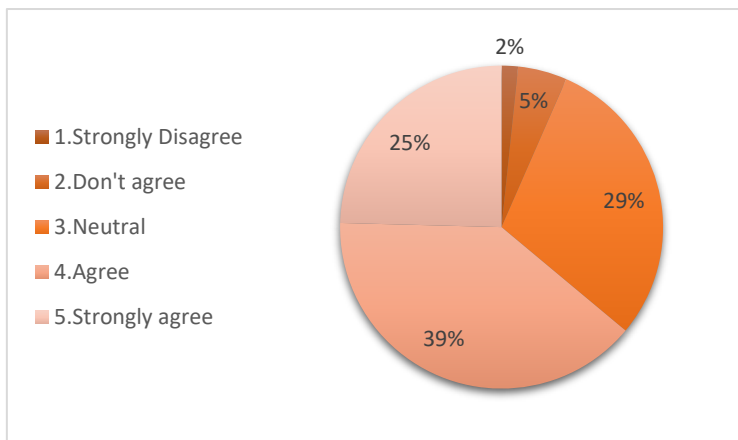


Figure 5. Friendly Drivers

Figure 5 shows the variance in each survey question. Customer satisfaction with online transportation services is influenced by factors determining service quality. The top three votes, listed from most to least popular, were used to compile the data. According to these findings, 39% of respondents agreed, 18% naturally agreed, and 15% strongly agreed. As a result, they like using online transportation when they have a pleasant driver.

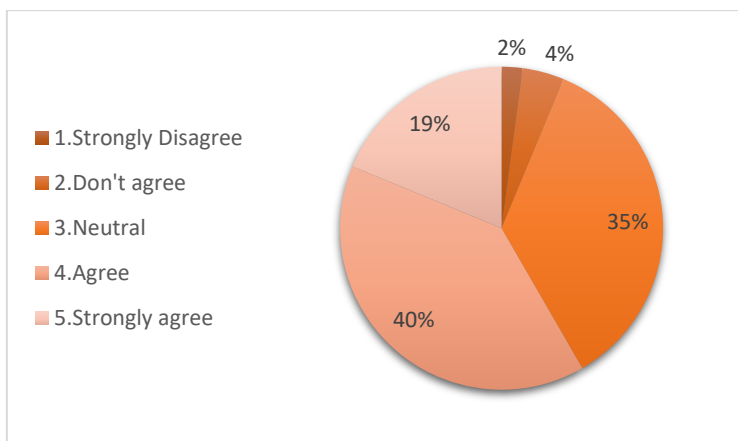


Figure 6. Many Lucrative Vouchers

The variation for each survey item is displayed in Figure 6. Service quality elements have an impact on customer satisfaction with online transportation services. Data is gathered using the top three votes, ranked from most to least popular. These results showed that 24% of respondents concurred, 18% expressed a neutral opinion, and 15% strongly agreed. To ensure that the Tiban community benefits in various ways from coupons like cashback vouchers.

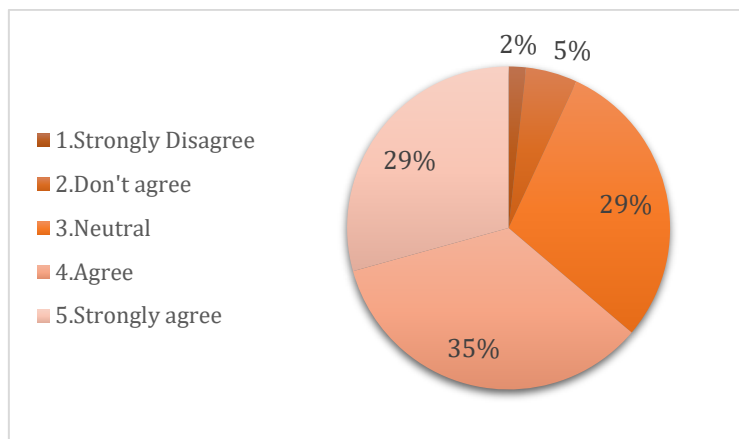


Figure 7. Trusted When Sending Goods Without Any Damage and Deficiencies When the Goods Arrive

Figure 7 depicts variations for each survey item. When using online transportation services, client happiness is impacted by service quality factors. The top three votes, listed from most to least popular, are used to compile data. According to these findings, 35% of respondents agreed, 17% of respondents had a neutral attitude, and 17% of respondents strongly agreed. As a result, many Tiban individuals use Internet transportation to convey their items immediately.

## 5. Conclusion

The usage of online transportation has an impact on the community, particularly the residents of Tiban, as may be seen from the previous explanation. According to study findings, the majority of Tiban residents don't own a vehicle. Therefore, they rely on internet transportation. The Tibetan people also concur that internet transportation has reasonable pricing. The Tiban neighborhood also acknowledges the great level of security associated with internet transportation. Therefore, it is not unexpected that there is a lot of public interest in online transportation.

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