

GOJEK APP: USER COMFORT AND ACCESSIBILITY

¹Tini Martini, ²Hifia Alya Azzahra, ³Aprilia Eka Nur Qolbi, ⁴Dongki Surahman, ⁵Neng Susi Susilawati Sugiana

¹Business of Administration, ²Business of Administration, ³Institute Digital Economics LPKIA

¹niemartini@lpkia.ac.id, ²240111003@fellow.lpkia.ac.id, ³230714017@fellow.lpkia.ac.id,
⁴230714001@fellow.lpkia.ac.id, ⁵nengsusi@lpkia.ac.id

Abstrak

This study aims to determine the level of customer comfort in accessing service features on the Gojek application. As a widely used digital platform in Indonesia, Gojek offers a variety of services that demand an easy-to-use interface and smooth accessibility. This research uses a qualitative method involving 20 resource person who are active Gojek users. Data was collected through open-ended interviews to explore users' experiences, challenges, and satisfaction in accessing service features such as transportation, food delivery, payment systems, and customer support. The results show that most users find the Gojek application generally convenient and intuitive, especially in terms of navigation and feature integration. However, a minority of users expressed difficulties in accessing certain functions, especially during system updates or when using older phone models. Practical implications suggest that while Gojek's interface design is largely effective, there is still room for improvement in optimizing the user experience for a wider demographic, especially those less familiar with digital technology. Improving system responsiveness and providing clearer guidance within the application can increase customer satisfaction and loyalty. This study contributes to the ongoing importance of user-centered design in mobile applications.

Keywords : *customer convenience; Gojek application; service features; user experience; mobile application design*

I. Introduction

This template, The development of digital technology has significantly reshaped consumer behavior and expectations, especially in urban settings where mobility and efficiency are key. One such technological advancement is the emergence of on-demand service applications, which integrate various daily needs into a single platform [1]. Among these, Gojek stands out as a leading Indonesian-based The development of digital technology has significantly reshaped consumer behavior and expectations, especially in urban settings where mobility and efficiency are key [2]. One such technological advancement is the emergence of on-demand service applications, which integrate various daily needs into a single platform. Among these, Gojek stands out as a leading Indonesian-based super-app that offers a wide range of services, including transportation, food delivery, logistics, and

digital payments. Since its inception in 2010 as a motorcycle ride-hailing service via call center, Gojek has evolved into a digital ecosystem that streamlines lifestyle needs through an intuitive mobile platform [3].

At its core, Gojek offers a user-friendly interface that enables customers to access services easily, track ongoing orders in real time, and complete transactions seamlessly [4]. These features are crucial in enhancing user comfort, which encompasses accessibility, responsiveness, and reliability. As digital services grow increasingly competitive, customer comfort and satisfaction become essential metrics for sustained user engagement and brand loyalty. Hence, understanding the users' perception of comfort while interacting with digital services like Gojek is not only timely but also strategically vital for service improvement [1].

The present study employs a qualitative research method, by producing interviews with different opinions [5]. This methodological choice allows for nuanced insights into customer perceptions and emotional responses toward the Gojek application. Quantitative analysis offers clarity on trends and patterns in user feedback, which are vital for forming strategic recommendations. The study explores comfort levels in terms of application navigation, service accessibility, and responsiveness of customer support functions [6].

This research is guided by three main objectives: (1) to identify the level of comfort users experience while accessing Gojek's online customer service, including ease of access and service speed; (2) to explore the challenges users commonly face, whether technical (e.g., app bugs or delays) or non-technical (e.g., unsatisfactory responses or unclear instructions); and (3) to propose actionable recommendations to enhance service quality and user experience based on empirical data [1]. Each objective is designed to provide a holistic understanding of how digital service interactions influence user satisfaction.

Data were collected primarily through interview disseminated source person, specifically targeting users in two geographical areas—Bandung City and Bandung Regency. This dual-location approach was chosen to ensure a diverse and representative respondent base, capturing varying experiences across different urban and suburban settings. Respondents were asked to describe their comfort level using statements related to their most recent interactions with Gojek services, without assigning numeric scores, allowing the analysis to focus on verbal sentiment and user perception. [1].

In addition to primary data, the research incorporated a secondary data collection method through an extensive review of relevant literature, including books and academic journals on digital service quality and customer experience. These theoretical frameworks helped in identifying key indicators of user comfort and guided the questionnaire design. The integration of empirical data and theoretical insight strengthens the reliability of the findings and ensures that the study builds upon existing research foundations. [7].

Several previous studies have emphasized the significance of digital service quality in shaping user experience. For instance, Parasuraman et al. (2005) introduced the E-S-QUAL model to measure electronic service quality, highlighting the importance of efficiency, fulfillment, system availability, and privacy. Similarly, research by

Zeithaml et al. (2002) suggests that responsiveness and ease of use directly impact perceived service quality and user satisfaction in digital platforms. In the Indonesian context, studies like those by Utami & Hermawan (2020) and Pradana & Wulandari (2021) explored user satisfaction in digital ride-hailing services but lacked specific focus on customer comfort in navigating support features or non-transactional interactions [8].

Statement of the Art (Novelty): Unlike prior studies that primarily centered on transaction efficiency or pricing models, this research uniquely emphasizes the comfort level in accessing customer service features within a super-app ecosystem, particularly during problem-solving interactions. It integrates verbal-based Likert responses rather than numeric scales, allowing a more interpretive analysis of user sentiment, and draws from a broad regional respondent pool, offering more inclusive insights into user experiences across urban and suburban populations [9].

Based super-app that offers a wide range of services, including transportation, food delivery, logistics, and digital payments. Since its inception in 2010 as a motorcycle ride-hailing service via call center, Gojek has evolved into a digital ecosystem that streamlines lifestyle needs through an intuitive mobile platform [3].

At its core, Gojek offers a user-friendly interface that enables customers to access services easily, track ongoing orders in real time, and complete transactions seamlessly. These features are crucial in enhancing user comfort, which encompasses accessibility, responsiveness, and reliability. As digital services grow increasingly competitive, customer comfort and satisfaction become essential metrics for sustained user engagement and brand loyalty. Hence, understanding the users' perception of comfort while interacting with digital services like Gojek is not only timely but also strategically vital for service improvement [5].

The present study employs a **qualitative research methods**, emphasizing data collected through a variety different perspectives. This methodological choice allows for nuanced insights into customer perceptions and emotional responses toward the Gojek application. Quantitative analysis offers clarity on trends and patterns in user feedback, which are vital for forming strategic recommendations. The study explores comfort levels in terms of application navigation, service accessibility, and responsiveness of customer support functions [6].

This research is guided by three main objectives: (1) to identify the level of comfort users experience while accessing Gojek's online customer service, including ease of access and service speed; (2) to explore the challenges users commonly face, whether technical (e.g., app bugs or delays) or non-technical (e.g., unsatisfactory responses or unclear instructions); and (3) to propose actionable recommendations to enhance service quality and user experience based on empirical data. Each objective is designed to provide a holistic understanding of how digital service interactions influence user satisfaction [8].

Specifically targeting users in two geographical areas—**Bandung City and Bandung Regency**. This dual-location approach was chosen to ensure a diverse and representative respondent base, capturing varying experiences across different urban and suburban settings. Respondents were asked to describe their comfort level using statements related to their most recent interactions with Gojek services, without assigning numeric scores, allowing the analysis to focus on verbal sentiment and user perception [8].

In addition to primary data, the research incorporated a **secondary data collection method** through an extensive review of relevant literature, including books and academic journals on digital service quality and customer experience. These theoretical frameworks helped in identifying key indicators of user comfort and guided the questionnaire design. The integration of empirical data and theoretical insight strengthens the reliability of the findings and ensures that the study builds upon existing research foundations [8].

Several previous studies have emphasized the significance of digital service quality in shaping user experience. For instance, Parasuraman et al. (2005) introduced the E-S-QUAL model to measure electronic service quality, highlighting the importance of efficiency, fulfillment, system availability, and privacy. Similarly, research by Zeithaml et al. (2002) suggests that responsiveness and ease of use directly impact perceived service quality and user satisfaction in digital platforms. In the Indonesian context, studies like those by Utami & Hermawan (2020) and Pradana & Wulandari (2021) explored user satisfaction in digital ride-hailing services but lacked specific focus on customer comfort in navigating support features or non-transactional interactions [8].

Statement of the Art (Novelty): Unlike prior studies that primarily centered on transaction efficiency or pricing models, this research uniquely

emphasizes the **comfort level in accessing customer service features within a super-app ecosystem**, particularly during problem-solving interactions. It integrates **verbal-based Likert responses** rather than numeric scales, allowing a more **interpretive analysis** of user sentiment, and draws from a **broad regional respondent pool**, offering more inclusive



insights into user experiences across urban and suburban populations [9].

Fig 1. Primary data from qualitative user feedback study in Bandung City and Bandung Regency

II. Literatur Review

First, Customer convenience has long been a critical component in service delivery and consumer satisfaction. According to previous research, customer convenience refers to the time and effort required by customers to acquire and use a service [10]. In digital platforms, this concept expands to include ease of access, responsiveness, and simplicity in navigation. The perceived convenience of a service application significantly influences the customer's continued use and overall satisfaction. In the context of mobile applications, customers are more likely to return to a platform that minimizes cognitive and physical effort [5].

The Gojek application represents a landmark innovation in Indonesia's digital economy. Launched in 2010, Gojek has transitioned from a simple motorcycle-hailing service into a multifunctional super-app offering ride-hailing, food delivery, logistics, digital payments, and more. According to research by Nugroho and Rachmawati (2021), Gojek's value lies not only in the variety of services it offers but also in its ability to deliver them conveniently through one integrated mobile platform. This has positioned Gojek as a vital component of urban lifestyle in Indonesia and other Southeast Asian countries [11].

Service features in an application are the functional elements that provide users with specific benefits. These [4]features include, for example, GPS tracking, digital payments, in-app chat, and complaint resolution mechanisms. Kotler and Keller (2016)

emphasize that in service marketing, functional features must align with customer expectations to provide value. In the Gojek context, the ability to book a ride, track a driver in real time, and pay digitally are core service features that directly affect user perception of convenience and effectiveness [8].

User experience (UX) is another vital construct linked closely to customer satisfaction and loyalty. Hassenzahl (2010) defines user experience as the overall emotional and practical response a user has while interacting with a digital interface. A positive user experience includes intuitive design, quick load times, clarity of features, and a seamless journey from service request to delivery. When these elements are optimized, users feel empowered and satisfied, which enhances engagement. In contrast, a confusing or slow interface leads to frustration, ultimately reducing retention [12].

Mobile application design plays a key role in shaping user experience and perceived convenience. According to Shneiderman et al. (2016), effective mobile design incorporates principles such as consistency, feedback, visibility, and minimalism. The success of the Gojek app can be partially attributed to its clean interface and user-centered design, which prioritize ease of use across various services. By simplifying complex service offerings into intuitive icons and menus, Gojek reduces cognitive friction, thereby enhancing convenience [10].

Furthermore, the Technology Acceptance Model (TAM) proposed by Davis (1989) explains that perceived ease of use and perceived usefulness are primary determinants of technology adoption. This model is particularly relevant when analyzing the level of customer convenience in accessing Gojek's service features. When users believe the app is easy to navigate and offers meaningful solutions, they are more likely to continue using it, which directly relates to customer comfort and satisfaction [8].

Convenience in the digital age is no longer limited to accessibility alone—it encompasses personalization, control, and speed. Pine and Gilmore (1999) argue that in the experience economy, consumers value services that not only meet their needs but also provide a sense of ease and empowerment. Gojek's features such as scheduling rides, saving favorite locations, and offering real-time status updates illustrate how technological design can translate into convenience-driven experiences [10].

From a customer-centric perspective, service features that offer choice and autonomy increase the sense of convenience. According to Lovelock and Wirtz (2011), service customization and responsive customer service play a crucial role in digital service delivery. In the case of Gojek, the ability for users to report issues, receive updates, and provide ratings immediately after a service experience enhances trust and encourages platform loyalty.

Research by Parasuraman et al. (2005) introduced the E-S-QUAL model to evaluate electronic service quality, which includes dimensions such as efficiency, system availability, and privacy. These dimensions align closely with the service features in Gojek's ecosystem. For instance, app reliability and secure payment processing directly contribute to the perceived quality and convenience of the application. Poor performance in any of these areas can diminish user trust and reduce usage frequency [10].

In conclusion, the level of customer convenience in accessing Gojek's service features is the result of a complex interplay between application design, functionality, user experience, and service responsiveness. The literature indicates that platforms like Gojek must continually refine these dimensions to maintain competitiveness and ensure user satisfaction. While previous studies have addressed digital service satisfaction, this research adds value by focusing specifically on comfort and convenience as experienced through non-transactional and service support features, offering a unique lens for understanding digital engagement in super-app ecosystems [5].

III. Metode Research

This study utilizes a **qualitative research method** to explore and analyze the level of customer convenience in accessing various service features on the Gojek application. Qualitative research is ideal for understanding human behavior, opinions, and experiences in depth. The approach is especially relevant for studies that seek to interpret the meaning behind user experiences rather than to measure them statistically. As Gojek is a multifunctional digital platform, this method allows for an in-depth understanding of how users perceive and engage with its service features [8].

The primary objective of this research is to capture user narratives about convenience, challenges, and preferences related to their interaction with the Gojek application. Data were collected through **semi-structured interviews** conducted with 50 selected respondents who are active users of Gojek. This method offers flexibility for follow-up questions and encourages open-ended responses, allowing participants to elaborate on their experiences, suggestions, and satisfaction levels [10].

To ensure diversity in perspectives, the participants were selected using **purposive sampling**, a technique often used in qualitative studies to select individuals based on specific criteria relevant to the research. In this study, the selection criteria included: (1) users who regularly access at least two service

features on the Gojek app; (2) users aged between 18 to 45 years; and (3) users who had interacted with Gojek customer service at least once in the last three months. These criteria help ensure that the informants have meaningful insights into the application's convenience [10].

The data collection process was carried out over a span of two weeks. Each interview lasted approximately 20–30 minutes and was conducted either online via video call or in-person, depending on the respondent's preference. All interviews were recorded (with consent) and transcribed for analysis. The guiding questions focused on users' experiences related to accessing service features, challenges encountered, and suggestions for improvement in usability and interface design [12].

For data analysis, the **thematic analysis method** was employed. This technique involves identifying, analyzing, and reporting patterns (themes) within the data. The transcribed interviews were coded manually to highlight recurring themes such as "ease of navigation," "interface satisfaction," "response time," and "system glitches." These themes were then grouped into broader categories related to the study's core variables: customer convenience, user experience, and service accessibility [10].

The findings are intended to offer insights that can help developers and decision-makers improve digital service applications like Gojek [13]. Although the study involved 50 respondents in total, for presentation purposes, **a sample of four informants** is provided below, representing different types of users and experiences with the Gojek application [4].

Informant Code	Age	Occupation	Gojek Features Frequently Used	Description of Experience
INF-01	24	University Student	GoRide, GoFood	Feels the app is very helpful but often struggles with finding the help menu when problems arise.
INF-02	35	Office Employee	GoCar, GoPay	Appreciates the quick payment and tracking system but suggests clearer status notifications.

Informant Code	Age	Occupation	Gojek Features Frequently Used	Description of Experience
INF-03	28	Freelancer	GoSend, GoMart	Uses the app daily and finds it convenient but once had trouble contacting customer service.
INF-04	42	Small Business Owner	GoFood, GoBiz	Believes the app is essential for business but mentions that feature updates sometimes confuse older users.

This study utilizes a qualitative research method to explore and analyze the level of customer convenience in accessing various service features on the Gojek application. Qualitative research is ideal for understanding human behavior, opinions, and experiences in depth. The approach is especially relevant for studies that seek to interpret the meaning behind user experiences rather than to measure them statistically. As Gojek is a multifunctional digital platform, this method allows for an in-depth understanding of how users perceive and engage with its service features [8].

The primary objective of this research is to capture user narratives about convenience, challenges, and preferences related to their interaction with the Gojek application. Data were collected through semi-structured interviews conducted with 50 selected respondents who are active users of Gojek. This method offers flexibility for follow-up questions and encourages open-ended responses, allowing participants to elaborate on their experiences, suggestions, and satisfaction levels [14].

To ensure diversity in perspectives, the participants were selected using purposive sampling, a technique often used in qualitative studies to select individuals based on specific criteria relevant to the research. In this study, the selection criteria included: (1) users who regularly access at least two service features on the Gojek app; (2) users aged between 18 to 45 years; and (3) users who had interacted with Gojek customer service at least once in the last three months. These criteria help ensure that the informants

have meaningful insights into the application's convenience [10].

The data collection process was carried out over a span of two weeks. Each interview lasted approximately 20–30 minutes and was conducted either online via video call or in-person, depending on the respondent's preference. All interviews were recorded (with consent) and transcribed for analysis. The guiding questions focused on users' experiences related to accessing service features, challenges encountered, and suggestions for improvement in usability and interface design [12].

For data analysis, the thematic analysis method was employed. This technique involves identifying, analyzing, and reporting patterns (themes) within the data. The transcribed interviews were coded manually to highlight recurring themes such as "ease of navigation," "interface satisfaction," "response time," and "system glitches." These themes were then grouped into broader categories related to the study's core variables: customer convenience, user experience, and service accessibility [10].

The findings are intended to offer insights that can help developers and decision-makers improve digital service applications like Gojek. Although the study involved 50 respondents in total, for presentation purposes, a sample of four informants is provided below, representing different types of users and experiences with the Gojek application [15].

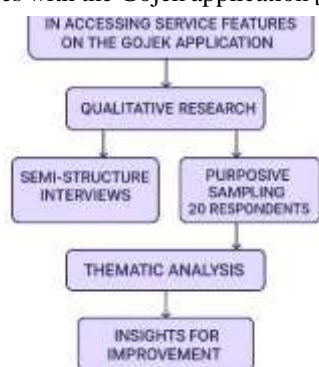


Fig 2. Adapted from qualitative research methodology on user experience in mobile applications, focusing on Gojek service accessibility

Research Title (Top Box):
The chart begins with the central theme of the research—understanding how users perceive convenience when accessing service features on the Gojek application. This defines the scope and objective of the entire study.

Qualitative Research Approach:
The next step shows that the study adopts a qualitative research method, which is suitable for

exploring user experiences, perceptions, and in-depth insights that go beyond numerical data.

Data Collection – Two Main Components:

Semi-Structured

The study involves conducting semi-structured interviews that allow flexible, open-ended discussions with users about their experiences with the Gojek app.

Interviews:

Purposive Sampling of 50 Respondents:

Participants were selected intentionally (not randomly) based on specific criteria to ensure the data is rich, relevant, and aligned with the research objectives.

Data Analysis Method – Thematic Analysis:

After collecting the responses, the data is analyzed using thematic analysis, where patterns and themes are identified in users' feedback. These themes may include issues like app usability, navigation ease, response time, or satisfaction with features.

Outcome – Insights for Improvement:

The final output of the research is to provide actionable insights that Gojek can use to improve its application, especially in areas that affect customer convenience and satisfaction.

IV. Result and Discussion

A. Result

Informant Interview Summary Table (Independent Interviews)

No.	Key Themes	Summary of Responses
1	Gojek Usage Frequency	Ranges from once a month to six times a week. Most commonly used 1–3 times weekly.
2	Comfort Using the App	Majority felt comfortable; praised for user-friendly features, fast service, and polite drivers.
3	Ease of Use	Interface is easy to navigate. Practical layout and useful features such as vouchers and ratings.
4	Feature Relevance	Matches users' needs for daily mobility and food delivery. Customizable layout appreciated.
5	Order Process Efficiency	Generally smooth and efficient; rare issues like order cancellations by drivers.
6	UI Design	Simple, not confusing.

		Color scheme and interface design are considered comfortable and fast.
7	Customer Service	Mixed responses: helpful and fast for most; some delays in driver communication.
8	Payment Safety	Considered safe, with options for cash and digital payments. OJK oversight increases trust.
9	App Stability (Error Experience)	Mostly stable. Some experienced sudden app closure or internet-related issues.
10	Notification Clarity	Notifications are clear, short, and in understandable Indonesian.
11	Satisfaction and Future Use	Generally satisfied and willing to keep using it, especially due to promos and food service.
12	Comfort with Transport (Motor/Car)	Comfortable with motorcycles. Some feel unsafe with cars or aggressive drivers.
13	Go-Send Delivery Security	Trusted. Safety is ensured through photos, tracking, and report features.
14	Driver Helpfulness	Some drivers helped with belongings; others did not. Positive experiences noted.
15	Vehicle Cleanliness	Mostly clean, but a few noted old or malfunctioning vehicles.
16	Driver Safety Practices	Helmets provided, seatbelts required, some drivers give raincoats and guidance.
17	Suggestions for Improvement	Lower prices, increase vouchers, improve traffic discipline, more female drivers, faster service.
18	Memorable Experiences	Included kind gestures from drivers, flexible service, comfort, and emergency assistance.
19	Most Liked Aspects	Friendly service, speed, convenience, clean vehicles, and frequent promotions.

Based on the interview summary table, it is clear that most users have a positive view of the Gojek application. The app is well-liked for its easy-to-use interface, fast service, and useful features such as food delivery, payment options, and real-time tracking. Many users say the app is simple to navigate and works well for daily needs. The design and layout are also seen as clean and comfortable to use. Customers feel safe using both cash and non-cash payments, especially since the app is regulated [15]. Most users are very satisfied and plan to keep using the app, especially because of the frequent discounts and promos [16].

However, there are still areas that need improvement. Some users experienced sudden app errors or slow responses from drivers. There were also concerns about driver behavior, such as reckless driving or not following traffic rules. Some users suggested hiring more female drivers to help increase safety. Other suggestions included lowering service fees, improving customer support, and providing cleaner helmets. Despite these problems, overall feedback is still positive. Many users shared heartwarming moments with drivers, which helped build trust and loyalty toward Gojek [10].

The connection between the interview responses and the study's key topics—like customer convenience, the Gojek app, service features, user experience, and mobile design—is also supported by recent research [12].

Users often mentioned convenience as their main reason for using the app. The frequent use, wide range of services (rides, food, payments), and easy booking process support this. This matches with Gultom & Simanjuntak (2024), who found that ease of use and usefulness strongly affect user satisfaction, explaining up to 70% of it. So, the feedback about quick service and simple booking shows that convenience is a key factor [1].

Users also liked that Gojek combines different services—rides, deliveries, payments—all in one place. This reduces the need to switch between apps, which matches what researchers say about the benefits of “super-apps” in Southeast Asia [12].

Popular features like real-time tracking, vouchers, in-app chat, and safety tools were also praised. These features help users feel the app is high quality. Trenggonowati et al. (2023) found that polite drivers and following procedures are key to satisfaction. The interviews support this, showing that good service features build trust [8].

Overall, users had a good experience with the app, but not without flaws. They liked the app's speed, layout, and ease of use, but mentioned problems like app crashes or GPS errors. Abdillah (2020) found that "efficiency" and "clarity" were strong points for GoPay, while it scored lower in uniqueness. Similarly, Khuntari's study found Gojek above average in usability, which fits with the interviews [8].

Users said the interface is "simple," "easy to use," and visually pleasant. But some got confused, especially after design updates. This supports Hamka's finding that gesture-based navigation works well for tech-savvy users but can confuse beginners. So, mobile design plays an important role in shaping user experience for different types of users [12].

Users also liked the color choices, fonts, icons, and overall layout. A study about Generation X users showed that consistent design—such as clear icons and layouts—helps with understanding. This kind of design makes the app easier to use and improves the experience [10].

Having both cash and digital payment options, especially GoPay with vouchers, adds convenience. Saputra & Gürbüz (2021), using the TAM model, found that while GoPay is efficient, it could improve usability. Interviewees mentioned payment safety as a reason for trust, showing how important it is to the overall service quality [17].

Lastly, suggestions like faster driver response, better UI for beginners, more female drivers, and cheaper prices all connect the main study points. For example, clearer design helps new users, while faster service improves satisfaction. Also, ease of use and usefulness strongly influence repeat usage and loyalty. Solving these issues as a whole can bring major improvements across all focus areas [1].

B. Discussion

This study looked at how users experience the Gojek app through one-on-one interviews, focusing on important aspects like customer convenience, service features, app design, and overall ease of use [8]. The results show that most users have a positive view of the app, with many saying they are happy with several parts of it. Gojek's all-in-one platform—offering transport, delivery, and digital payments—seems to play a big role in keeping users loyal and coming back [16].

Customer convenience came up often in the responses. Most people said they use the app often because it helps them quickly find drivers, book rides easily, and get promotions. This fits with the Technology Acceptance Model (TAM), which says people are more likely to use technology that is useful and easy to use. These results show that making things simple for users leads to a better overall experience [10].

Features like real-time tracking, in-app chat, cashless payment, and vouchers make the app more useful. Users said they liked these built-in features, which help with both daily and urgent needs. They also felt safer with features like driver ratings and live tracking. These answers support earlier studies like Trenggonowati et al. (2023), which say complete and reliable features help improve customer satisfaction [8].

The app's user interface (UI) and design were also talked about. People said the UI is simple and nice to look at, though some had problems after recent updates. This supports past studies showing that while gesture-based navigation may work well for experienced users, it can confuse those less familiar with tech. A clear layout, easy-to-understand icons, and good color choices help users feel more confident using the app [7].

Another key finding is that the app seems to work well for people with different levels of digital skills. Even though some users complained about app crashes or unclear buttons, most said they were able to learn how to use it quickly. This means Gojek has managed to keep a good balance between being simple and being useful, which is very important for a large and diverse market like Indonesia [10].

Some problems came up in the interviews—like slow driver response, high prices, and unsafe driving—which could hurt the user experience if not fixed. A few users asked for more female drivers to make the service feel safer. These concerns show that user needs are changing, and Gojek needs to keep improving safety, fairness, and affordability to keep users' trust [17].

Users also talked about payment safety. Many felt GoPay is safe to use because it's cashless, secure, and supervised by OJK (Financial Services Authority). But some still prefer cash for comfort or because of the driver's preference. Having both cash and digital payment options helps Gojek serve people with different financial habits and tech skills [18].

Users shared personal stories that showed the emotional side of using the app. Some talked about kind drivers who gave them raincoats, snacks, or helped during emergencies. These thoughtful moments help create a strong emotional bond with the app and show how kindness and care matter in keeping customers loyal [4].

The interviews also showed that users care not just about how the app works, but also about good behavior. Complaints about reckless driving or being late show that users want better behavior from drivers and better rules. So even if the app itself works well, the service on the ground still needs regular checks and improvements [17].

What makes this study special is how it shares real stories and feedback from users, giving deeper insights than just survey numbers. It shows that user needs keep changing and are shaped not only by app features but also by social and emotional experiences. These findings can help Gojek improve its app design, customer service, safety measures, and inclusive features. For tech makers and policy leaders, the results highlight the need to build apps that are ethical and focused on users, especially in growing markets like Indonesia [6].

V. Conclusion

In conclusion, this study shows that users generally like the Gojek app because it is easy to use, has many useful features, and helps with daily tasks. Most users are happy with how the app works, such as finding drivers quickly, simple booking steps, and flexible payment methods. The app's design is easy to understand and makes using it more enjoyable, though some users get confused after updates. Features like real-time tracking, in-app chat, and GoPay are seen as very helpful and build user trust. While many like how the app looks, some users experienced issues like crashes and driver cancellations. Safety tools and polite driver behavior are also very important for users to keep using the app. Kind actions from drivers can also make users feel more connected to the app. However, users want better prices, quicker driver responses, and safer driving. Some users also hope for more female drivers for better inclusivity. Having two types of payment options helps both tech-savvy and less tech-friendly users. These results show that good digital service needs not just tech features but also kind and human interaction.

Acknowledgment

Praise be to Allah SWT for His blessings and guidance, which allowed the writer to finish this report well and on time. This report could not have been done without the help and support from many people. For that, with all humility, the writer wants to express sincere thanks.

The writer gives heartfelt thanks to Mrs. Tini Martini and Mrs. Neng Susi Suliawati Sugiana as the supervising lecturers for their guidance, advice, and support during the writing of this report [19]. Their help was very valuable in making the report more structured and academic. The writer also wants to thank all lecturers and academic staff who have shared knowledge and experience during the study period.

Special thanks go to the writer's beloved parents for their constant prayers, support, and motivation in every step. The writer also thanks fellow students for their teamwork, support, and friendship during this process. The writer truly appreciates all forms of help, whether directly or indirectly, from everyone who cannot be named one by one.

The writer understands that this report still has weaknesses, so suggestions and criticism are very welcome to make it better in the future. Hopefully, this report will be helpful to all readers and those who need it. Finally, may Allah SWT always give His blessings and guidance to all of us.

References

- [1] M. Jalani and S. Veerappampalayam Easwaramoorthy, "Factors Influencing the Usage of Mobile Banking Apps Among Malaysian Consumers," arXiv e-prints, no. 5, p. arXiv-2411, 2024.
- [2] G. Lu, S. Qu, and Y. Chen, "Understanding user experience for mobile applications: a systematic literature review," *Discov. Appl. Sci.*, vol. 7, no. 6, 2025, doi: 10.1007/s42452-025-07170-3.
- [3] M. H. Maqbool, U. Farooq, A. Mosharrof, and A. B. Siddique, *MobileRec: A Large-Scale Dataset for Mobile Apps Recommendation*, vol. 1, no. 1. Association for Computing Machinery, 2023. doi: 10.1145/3539618.3591906.
- [4] R. S. Makbul, A. Lukitaningsih, and N. K. Ningrum, "Perceived ease of use dan perceived

- usefulness dalam loyalitas pelanggan,” *J. Manag. Digit. Bus.*, vol. 5, no. 1, pp. 166–177, 2025, doi: 10.53088/jmdb.v5i1.1435.
- [5] K. Bouraqia, E. Sabir, M. Sadik, and L. Ladid, “Quality of Experience for Streaming Services: Measurements, Challenges and Insights,” *IEEE Access*, vol. 8, pp. 13341–13361, 2020, doi: 10.1109/ACCESS.2020.2965099.
- [6] B. Liu, Y. Wu, N. Z. Gong, J. Wu, H. Xiong, and M. Ester, “Structural analysis of user choices for mobile app recommendation,” *ACM Trans. Knowl. Discov. Data*, vol. 11, no. 2, 2016, doi: 10.1145/2983533.
- [7] R. A. Ananda, A. E. B. Waspada, and R. D. W. Utomo, “Fenomena Desain User Interface Gojek Menurut Persepsi Pengguna Generasi X,” *J. Seni dan Reka Ranc. J. Ilm. Magister Desain*, vol. 2, no. 2, pp. 141–160, 2020, doi: 10.25105/jsrr.v2i2.8225.
- [8] M. Asghar, I. S. Bajwa, S. Ramzan, H. Afreen, and S. Abdullah, “A Genetic Algorithm-Based Support Vector Machine Approach for Intelligent Usability Assessment of m-Learning Applications,” *Mob. Inf. Syst.*, vol. 2022, 2022, doi: 10.1155/2022/1609757.
- [9] S. Mulyaa and Y. Mulyati, “Pengaruh Perceived Usefulness Terhadap Behavioral Intention To Use Aplikasi Gojek Dengan Attitude Towards Using Sebagai Variabel Intervening Pada Pengguna Layanan Aplikasi Gojek Di Kota Padang,” *J. Ekon. Dan Bisnis*, vol. 3, no. 3, pp. 439–448, 2023, doi: 10.47233/jebis.v3i3.1274.
- [10] F. Dandl, R. Engelhardt, and K. Bogenberger, “On the Dynamism of User Rejections in Mobility-on-Demand Systems,” *IEEE Conf. Intell. Transp. Syst. Proceedings, ITSC*, vol. 2021-Sept, pp. 3399–3404, 2021, doi: 10.1109/ITSC48978.2021.9564918.
- [11] D. Khuntari, “Analisis Pengalaman Pengguna Aplikasi Gojek dan Grab dengan Pendekatan User Experience Questionnaire,” *J. Tek. Inform. dan Sist. Inf.*, vol. 8, no. 1, pp. 275–286, 2022, doi: 10.28932/jutisi.v8i1.4499.
- [12] S. Huma, W. Ahmed, M. Ikram, and A. Najmi, “Influence of mobile application service quality and convenience on young customer retention,” *Spanish J. Mark. - ESIC*, 2024, doi: 10.1108/SJME-11-2023-0310.
- [13] et al., “How Go-Food by GOJEK Apps work on consumer purchase decisions,” *Int. J. Appl. Sci. Tour. Events*, vol. 8, no. 1, pp. 37–44, 2024, doi: 10.31940/ijaste.v8i1.37-44.
- [14] A. Wardhanie and S. H. E. Wulandari, “Gaining User Trust in Crowdsourcing Startup Using Desirability Business Model (Case Study at PT. Gojek in Surabaya),” *Empiricism J.*, vol. 2, no. 2, pp. 47–52, 2021, doi: 10.36312/ej.v2i2.557.
- [15] N. D. Saputri, H. Di Kesuma, and M. F. Alie, “Analisis Perbandingan User Experience pada Aplikasi Gojek dan Maxim terhadap Mahasiswa Universitas IGM menggunakan Metode User Experience Questionnaire,” vol. 16, no. 2, pp. 57–64, 2025.
- [16] Monika Silvia Gultom and Mariana Simanjuntak, “Persepsi dan Perilaku Pengguna dalam Menggunakan Aplikasi Mobile Gojek untuk Pemesanan Makanan Secara Online: Persepsi Kemudahan Penggunaan, Persepsi Kegunaan, Pengalaman Pengguna dan Kepuasan Pengguna,” *J. Creat. Student Res.*, vol. 2, no. 4, pp. 96–102, 2024, doi: 10.55606/jcsr-politama.v2i4.3986.
- [17] T. S. Ningsih, M. D. T. P. Nasution, and W. Robain, “Brand Experience and Service Quality: Key Drivers of Customer Satisfaction in Gojek Apps,” *Int. J. Business, Law, Educ.*, vol. 5, no. 2, pp. 2036–2047, 2024, doi: 10.56442/ijble.v5i2.801.
- [18] F. Fransiska and A. Aquinia, “Pengaruh Kualitas Layanan, Kemudahan Penggunaan, dan Promosi terhadap Kepuasan Konsumen Pengguna Gojek,” *J. Manaj. Bisnis dan Keuang.*, vol. 4, no. 1, pp. 56–64, 2023, doi: 10.51805/jmbk.v4i1.109.
- [19] L. Baltrunas, K. Church, A. Karatzoglou, and N. Oliver, “Frappe: Understanding the Usage and Perception of Mobile App Recommendations In-The-Wild,” 2015, [Online]. Available: <http://arxiv.org/abs/1505.03014>
- [20] S. Lungsae and M. R. Maika, “Pengembangan Layanan Aplikasi Go-Jek Dalam Meningkatkan Kepuasan Pelanggan,” *Infomatek*, vol. 23, no. 1, pp. 7–20, 2021, doi: 10.23969/infomatek.v23i1.3944.