

THE LEVEL OF CUSTOMER CONVENIENCE IN ACCESSING SERVICE FEATURES ON THE GOJEK APPLICATION

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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*

1. 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 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].

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The present study employs a quantitative 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].

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

2. Literature Reviews

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 04:20 PM.

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].

3. Research Method

Before 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	4	University Student	GoRide, GoFood	Feels the app is very helpful but often struggles with finding the help menu when problems arise.
INF-02	5	Office Employee	GoCar, GoPay	Appreciates the quick payment and tracking system but suggests clearer status notifications.
INF-03	8	Freelancer	GoSend, GoMart	Uses the app daily and finds it convenient but once had trouble contacting customer service.
INF-04	2	Small Business Owner	GoFood, GoBiz	Believes the app is essential for business but mentions that feature updates sometimes confuse older users.

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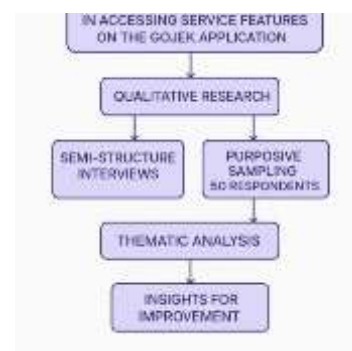


Fig 2. Adapted from qualitative research methodology on user experience in mobile applications, focusing on Gojek service accessibility

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

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.

4. Results and Discussion

4.1 Results

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	Generally smooth and

	Efficiency	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.

After Based on the interview summary table, it is evident that most users have a positive perception of the Gojek application. The app is widely appreciated for its user- friendly interface, fast service, and reliable features such as food delivery, payment options, and real-time tracking. Many users find the app easy to navigate and efficient for daily use. The design and layout are also praised for being simple and visually comfortable. Customers feel safe using both cash and non-cash payments, with additional trust due to regulatory oversight [15]. The majority of respondents express high satisfaction and

are willing to continue using the app in the future, especially because of frequent discounts and promotional offers [16].

However, some areas still need improvement. A few users experienced sudden application errors or slow driver response times. Concerns were also raised about driver behavior, particularly aggressive driving and poor adherence to traffic rules. Some users suggested adding more female drivers to increase the sense of safety. Suggestions for improvement included lowering service costs, enhancing customer service responsiveness, and providing cleaner equipment like helmets. Despite these issues, the overall experience remains positive, with users sharing memorable moments and acts of kindness from drivers, contributing to their trust and loyalty to Gojek's services [10].

Interpretation linking the informant data to your research variables—customer convenience, Gojek application, service features, user experience, and mobile application design— supported by recent academic findings [12].

The informants consistently highlighted convenience as a key driver for app usage. Frequent Gojek use, availability of multiple services (rides, food, payments), and smooth booking flow underscore this point. This aligns with Gultom & Simanjuntak (2024), who found that perceived usefulness and ease of use strongly impact user satisfaction, explaining up to 70 % of satisfaction variance Jurnal Untirta+7E-Jurnal Politeknik Pratama+7Undip E-Journal+7. Thus, informants' appreciation of fast service and intuitive booking further validate convenience as a critical variable [1].

Interview responses reflect appreciation of Gojek's integrated ecosystem—rides, delivery, GoPay—mirroring its position as a “super-app” NextSprints+1Wikipedia+1. This unified service platform enhances customer convenience, reducing app-switching—a behavior supported by academic consensus on super-app benefits in Southeast Asia Wikipedia [12].

Informants praised features like real-time tracking, vouchers, phone-to-driver chat, and safety tools. These contribute directly to user perception of service quality. Trenggonowati et al. (2023) identify driver politeness and adherence to SOP, along with app quality, as key drivers of satisfaction Jurnal Untirta. Our interview data reaffirm that well-implemented service features foster trust and satisfaction [8].

The overall user experience reported by informants is positive but nuanced. They commend speed, design, and usability yet report occasional crashes and GPS errors. Abdillah (2020) used UEQ and identified “efficiency” and “perspicuity” as strong aspects of GoPay, while novelty lagged. Similarly, Khuntari's comparative study rated Gojek above average on usability, consistent with informants' satisfaction and use intent [8].

Informants described the interface as “simple,” “easy to navigate,” and visually comfortable, but some users experienced initial confusion, especially after UI updates. This echoes Hamka's critique of Gojek's gesture-based navigation: efficient for expert users yet unintuitive for novices. UI design thus plays a pivotal role in shaping user experience across different user groups [12].

Our table notes favorable views on color scheme, typography, icon design, and layout. A study on Generation X users also emphasizes how consistent UI elements—layout, icons, typography—enhance comprehension. Such design coherence directly contributes to ease of navigation and reinforces positive user experience [10].

The presence of both cash and digital payment options, especially GoPay with voucher support, significantly enhances convenience. This is echoed by Saputra & Gürbüz (2021), who applied a TAM framework and highlighted GoPay's need to improve usability despite efficiency. Our interviews show payment safety as a trust generator, confirming its relevance to overall service quality [17].

Finally, suggestions like faster driver response, better UI for novices, more female drivers, and lower costs reflect interplay among all variables. For instance, improvements in mobile design (clearer navigation) enhance user experience and convenience; enhanced service features (e.g., quicker ride acceptance) improve satisfaction. Moreover, Perceived Usefulness and Ease of Use directly influence intention to repurchase, affecting loyalty [4]. Addressing these issues holistically can significantly boost value across all studied variables [1].

4.2 Discussion

This study explored the user experience of Gojek application users through individual interviews, focusing on key variables such as customer convenience, service features, mobile app design, and overall usability [8]. The results consistently reflect a generally positive reception, with participants expressing satisfaction in multiple areas. Gojek's multifunctional platform, combining transport, delivery, and digital payment services, appears to significantly influence customer loyalty and repeat usage behavior [16].

Customer convenience emerged as a dominant theme in the responses. Most informants stated that they frequently use the app because of its practical benefits—such as fast driver matching, ease of booking, and access to promotional offers. This aligns with the Technology Acceptance Model (TAM), where perceived usefulness and ease of use play critical roles in technology adoption. These findings affirm that reducing friction in the user journey contributes to a smoother, more desirable experience [10].

Service features such as real-time tracking, in-app chat, cashless payment options, and vouchers enhance the application's functionality. Informants expressed appreciation for these integrated features, which support both daily commuting and urgent needs. Furthermore, they felt reassured by safety-related features like driver ratings and live tracking. These responses reinforce earlier findings by Trenggonowati et al. (2023), which emphasize the importance of feature completeness and reliability in shaping customer satisfaction [8].

The user interface (UI) and mobile application design were also important discussion points. Informants described the UI as simple and visually friendly, though a few mentioned challenges with new design updates. This confirms existing literature suggesting that while gesture-based navigation may be efficient for experienced users, it can confuse less tech-savvy customers. Consistent layout, iconography, and color schemes contribute positively to user confidence and ease of navigation [7].

Another noteworthy finding is that the application's design seems to accommodate a wide range of digital literacy levels. Despite the occasional complaints about app crashes or unclear buttons, most users felt they could adapt quickly. This suggests that Gojek's mobile interface strikes a reasonable balance between simplicity and functionality—an essential feature for mass-market digital platforms in Indonesia's diverse demographic landscape [10].

Issues raised by informants—such as late driver responses, expensive fares, and unsafe driving behavior—indicate service gaps that could diminish user experience if not addressed. Several participants requested more female drivers for enhanced safety and comfort. These concerns indicate that user expectations are evolving, and the platform must proactively address inclusivity, safety, and affordability to retain customer trust [17].

Payment safety was another area highlighted in the interviews. Respondents expressed strong confidence in GoPay due to its cashless flexibility, transaction security, and association with OJK (Financial Services Authority). However, some still preferred cash due to personal comfort or driver preferences. The dual availability of cash and digital payments helps Gojek maintain user flexibility, supporting various levels of financial and digital inclusion [18].

The emotional dimension of user experience was reflected in the memorable stories shared by participants. These included kind gestures by drivers, such as offering raincoats, snacks, or going the extra mile to help during emergencies. These human-centered experiences foster strong emotional attachment to the brand, highlighting the role of service empathy and emotional design in building customer loyalty [4].

The interview findings also illustrate that users are not just concerned with utility but also with ethical and behavioral aspects. Feedback about reckless driving or late arrival reflects a demand for better driver conduct and stricter operational discipline. Thus, while Gojek's technical infrastructure is robust, service performance on the ground must be continuously monitored and refined [17].

The novelty of this study lies in its qualitative synthesis of actual user voices, providing direct, context-rich insights into the Gojek user experience beyond survey statistics. It highlights how user expectations are dynamic and influenced not only by app features but also by social and emotional interactions. Practically, these findings can inform Gojek's product and service development teams to enhance UI accessibility, strengthen customer support, enforce safety standards, and design more inclusive features. For policymakers and tech developers, the results underscore the importance of ethical and user-centric design in the growth of digital platforms in emerging markets [6].

5. Conclusion

In conclusion, this study reveals that the Gojek application is generally well-received by users due to its user-friendly interface, comprehensive service features, and convenience in daily activities. Most participants expressed satisfaction with the app's functionality, including fast driver matching, ease of booking, and flexible payment options. The intuitive mobile design contributes to a positive user experience, although some users reported confusion following interface updates. Real-time tracking, in-app chat, and GoPay integration were considered essential tools that enhance customer trust and usability. While the app's visual design is widely appreciated, technical issues such as occasional crashes and driver cancellations were noted. Safety features and ethical driver behavior play a critical role in users' continued loyalty to the platform. Emotional experiences, such as acts of kindness from drivers, also strengthen customer attachment. However, users demand improvements in areas such as pricing, driver response times, and adherence to traffic rules. Feedback indicates a growing expectation for inclusivity, particularly in the availability of female drivers. The app's dual payment system ensures accessibility for both digitally literate and less tech-savvy users. These findings confirm that service quality in digital platforms goes beyond technical features—it also requires empathetic human interaction. Overall, Gojek has built a strong foundation for customer satisfaction, but continuous service innovation is essential. The insights from this qualitative study can guide Gojek's product strategy and policy development. Moreover, they highlight the importance of designing mobile applications that meet functional, emotional, and ethical user needs. This conclusion reinforces the interconnectedness of

mobile design, service features, and customer experience in shaping loyalty and long-term adoption.

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The writer realizes that this report still has shortcomings; therefore, constructive criticism and suggestions are highly welcomed for future improvement. Hopefully, this report will be useful for all readers and relevant parties. Finally, may Allah SWT always bestow His blessings and guidance upon us all.

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