

Analysis of Gojek's Service Quality

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Abstract

Digital based transportation services have grown rapidly in response to increasing public mobility demands. As one of the pioneers in Indonesia's ride hailing industry, Gojek faces ongoing challenges in maintaining service quality amid intense competition. This study aims to explore Gojek's service quality and its impact on user satisfaction. Using a qualitative descriptive approach, data were collected through structured questionnaires distributed to active Gojek users. The analysis focused on five dimensions of service quality based on the SERVQUAL model: reliability, responsiveness, assurance, empathy, and tangibles. The findings show that tangible aspects such as vehicle cleanliness, driver appearance, and the application user interface play the most significant role in shaping user satisfaction. In contrast, the empathy and assurance dimensions have a relatively lower influence. The study concludes that improving visible service elements and maintaining consistency in service delivery are key strategies to enhance customer satisfaction and loyalty toward Gojek.

Keywords : customer satisfaction; Gojek; digital service; SERVQUAL; online transportation.

Layanan transportasi berbasis digital mengalami pertumbuhan pesat seiring dengan meningkatnya kebutuhan mobilitas masyarakat. Sebagai salah satu pelopor di industri layanan transportasi daring di Indonesia, Gojek menghadapi tantangan dalam mempertahankan kualitas pelayanan di tengah persaingan yang semakin ketat. Penelitian ini bertujuan untuk mengeksplorasi kualitas pelayanan Gojek dan dampaknya terhadap kepuasan pengguna. Dengan menggunakan pendekatan deskriptif kualitatif, data dikumpulkan melalui kuesioner terstruktur yang dibagikan kepada pengguna aktif Gojek. Analisis difokuskan pada lima dimensi kualitas layanan berdasarkan model SERVQUAL, yaitu keandalan, daya tanggap, jaminan, empati, dan bukti fisik. Hasil penelitian menunjukkan bahwa aspek bukti fisik seperti kebersihan kendaraan, penampilan pengemudi, dan tampilan antarmuka aplikasi memberikan pengaruh terbesar terhadap kepuasan pengguna. Sementara itu, dimensi empati dan jaminan menunjukkan pengaruh yang relatif lebih rendah. Penelitian ini menyimpulkan bahwa peningkatan pada elemen pelayanan yang terlihat serta konsistensi dalam penyampaian layanan merupakan strategi utama untuk meningkatkan kepuasan dan loyalitas pelanggan terhadap Gojek.

Keywords : *kepuasan pelanggan; Gojek; layanan digital; SERVQUAL; transportasi online.*

1. INTRODUCTION

The advancement of digital technology in the era of disruptive innovation has significantly transformed consumer behavior, particularly in meeting daily mobility needs. The demand for fast, secure, and efficient transportation services has led to the emergence of app-based platforms, one of which is Gojek. Since its official launch in 2010, Gojek has rapidly developed into one of Indonesia's largest online transportation providers, offering a wide range of services including GoRide, GoFood, GoSend, and GoPay. Its presence not only addresses the inefficiencies of conventional transportation systems but also introduces a new business model based on digital technology.

Amid growing competition from similar platforms such as Grab and Maxim, maintaining high service quality has become essential to Gojek's sustainability and competitiveness. Service quality affects not only customer satisfaction but also long-term loyalty. Previous studies have shown that tangible aspects significantly influence user satisfaction with the Gojek application, while other dimensions such as reliability and empathy show no significant effect (Iskantika et al., 2024). These findings highlight the need for a comprehensive approach to evaluating service quality, especially in digital service environments.

Furthermore, service quality has been found to play an important role in enhancing customer loyalty, both directly and indirectly through customer satisfaction as a mediating variable (Anggraini et al., 2020). This shows that service quality is a key factor in shaping positive customer experiences. In addition to quality, other factors such as price and promotion also contribute to customer satisfaction and loyalty within the Gojek ecosystem.

This study focuses on five main dimensions of service quality, namely reliability, responsiveness, assurance, empathy, and tangibles, to provide deeper insights into the aspects of service that are most valued by users in assessing the quality of the Gojek application. Using a qualitative descriptive approach, this study aims to explore user perceptions and experiences in order to identify the key elements that influence service quality in the context of digital transportation services.

The rapid development of digital platforms has made users increasingly dependent on mobile applications for their daily activities. Users now expect not only basic functionality but also a smooth and simple experience when using the application. Features such as fast loading times, accurate location tracking, secure payment processes, and easy-to-navigate interfaces have become essential. If these features do not perform well, users may feel dissatisfied, even if the core transportation service is functioning properly.

In addition, Gojek's success is also strongly supported by its driver-partner community. The professionalism, friendliness, and punctuality of the drivers play an important role in shaping user satisfaction. A comfortable and respectful interaction with the driver can increase the user's positive perception of Gojek as a whole. Therefore, providing good support and training to driver-partners is essential to maintain consistent service standards.

Customer support services are also critical in building user trust. Quick responses to complaints, clear information regarding service procedures, and the ability to resolve problems effectively can strengthen customer loyalty. When users feel that their complaints are handled seriously, they are more likely to continue using the application.

Besides focusing on application features, driver performance, and customer support, Gojek also needs to pay attention to the consistency of service across different regions. As Gojek expands its reach to various cities in Indonesia, maintaining the same level of service quality becomes a significant challenge. Differences in network stability, driver availability, and local customer preferences can affect the overall service experience. Therefore, Gojek must ensure that service standards are applied equally in both major cities and smaller regions to avoid user dissatisfaction.

Moreover, the importance of continuous innovation cannot be ignored. Gojek needs to regularly update its features, improve system security, and develop services that are increasingly relevant to users' changing needs. Features such as personalized promotions, loyalty programs, and additional payment options can increase user interest and encourage repeat use of the application.

By paying attention to these additional aspects, Gojek can further strengthen its position in the competitive digital transportation market and continue to provide valuable experiences for its users. Through this research, it is hoped that the various factors influencing Gojek's service quality can be thoroughly identified and analyzed, so that Gojek can continue to improve and remain competitive in the digital transportation industry.

2. LITERATURE REVIEW

Definition of Service Quality

Service quality refers to the level of excellence perceived by customers after comparing the service they receive with their initial expectations. In digital service platforms such as Gojek, elements like responsiveness, punctuality, friendliness, and ease of access are key indicators that shape customers' perceptions of quality. When the service meets or exceeds expectations, it is considered high-quality and plays a significant role in enhancing customer satisfaction (Rizqi & Syafarudin, 2021). In addition, providing the best service quality is essential for a company to maintain customer trust and stay competitive (Mendoza, 2021, as cited in Pratama & Kusumastuti, 2024).

Furthermore, in the context of digital platforms, service quality is not only assessed through human interaction but also through the technological infrastructure that supports the

service. For instance, app stability, system responsiveness, and error-free transactions are essential technical elements that users subconsciously factor into their overall evaluation. With services like Gojek, users expect the application to run smoothly without delays or glitches. When the app fails to load or crashes mid-transaction, it negatively affects the perception of quality, even if the physical service remains excellent. Additionally, personalization features, such as remembering previous destinations or suggesting the fastest routes, enhance user satisfaction by reducing effort. These subtle conveniences contribute to a sense of attentiveness and user care, further strengthening the perceived value of the service.

SERVQUAL Model

The SERVQUAL model, introduced by Parasuraman, Zeithaml, and Berry (1988), is widely used to assess service quality based on the gap between customers' expectations and their actual experiences. It outlines five key dimensions that serve as indicators of service quality:

1. Tangibles refers to the physical appearance of facilities, equipment, and personnel.
2. Reliability refers to the ability to deliver promised services accurately.
3. Responsiveness refers to the willingness to help customers and provide timely service.
4. Assurance refers to the knowledge, courtesy, and credibility of service providers.
5. Empathy refers to providing personal attention and understanding customers' needs.

These five dimensions represent the essential aspects of customer evaluation when determining whether a service meets their expectations. As digital transformation accelerates, the SERVQUAL model remains adaptable to modern service platforms. For example, in digital ride-hailing, tangibles can extend beyond the physical appearance of the driver and vehicle to include interface design, app layout, and clarity of information. Reliability is increasingly tied to the system's ability to provide accurate fare estimates, consistent tracking, and real-time updates. Responsiveness now includes both human and AI-driven responses, such as automated messages, FAQs, and live chat features. Assurance is no longer limited to politeness but involves building digital trust, such as ensuring data privacy and secure payment systems. Empathy is reflected through customer support availability, customized notifications, and even follow-up emails that check on user satisfaction. These evolutions demonstrate that although the SERVQUAL dimensions were conceptualized decades ago, they remain relevant when contextualized for contemporary, tech-mediated service experiences.

Customer Satisfaction

Customer satisfaction is an emotional response that arises when the service received meets the customer's expectations. In the context of online motorcycle services like Gojek, satisfaction is influenced by factors such as comfort, safety, punctuality, and the behavior of the driver. When these elements are well fulfilled, users tend to feel appreciated, which leads to a positive impression of the company (Anggraeni, 2021).

Customer satisfaction also plays a critical role in platform sustainability and brand loyalty. In many cases, a satisfied customer does not just represent a completed transaction but a potential promoter of the service. This is particularly true in the age of social media, where users frequently share their experiences, whether positive or negative. A pleasant,

efficient, and safe ride can lead to positive testimonials that influence others to use the same service. Conversely, a negative experience can spread rapidly online, damaging the company's reputation. Therefore, platforms like Gojek must proactively manage satisfaction not only during the service but also before and after it through consistent communication, timely notifications, helpful in-app guides, and responsive customer support. Satisfaction is a holistic outcome that combines emotional, cognitive, and practical elements, shaped by every point of interaction between user and platform.

Previous Studies

A study by Anggraeni (2021) on Gojek users in South Tangerang found that service quality has a significant effect on customer satisfaction. Service dimensions such as driver friendliness, punctuality, and safety were identified as the most dominant factors. On the other hand, the empathy dimension showed the lowest influence. These findings highlight the importance of delivering services that are both functionally effective and emotionally engaging.

Subsequent studies have also reinforced these findings by exploring service quality dimensions in different demographic groups and geographic locations. For example, users in highly urbanized areas may prioritize punctuality and app efficiency, while users in suburban or rural areas might place more value on the driver's friendliness and willingness to navigate unfamiliar roads. Additionally, gender, age, and usage frequency can all influence which dimensions are most meaningful to a given user.

3. RESEARCH METHODOLOGY

Qualitative descriptive methods supported by quantitative survey data are used in this study to determine what users think about Gojek's service quality. Service Quality Method (SERVQUAL), which focuses on five dimensions of service quality: tangible, reliability, responsiveness, assurance, and empathy. This study applies the SERVQUAL model to examine service quality, adapting the framework used in recent studies on Gojek's digital platform (Iskantika & Nuryuliani, 2024).

Although the data is collected through a structured questionnaire using a Likert scale, the analysis focuses on an interpretive understanding of user responses. With this combination, the research can not only identify measurable satisfaction trends, but can also investigate the deeper social meanings and perceptions behind the responses. This method is appropriate for more contextual and meaningfully examining the quality of digital services from the perspective of users.

The participants include those who have actively utilised Gojek services. such as GoRide, GoFood, or GoSend. The target population of this study consists of individuals residing in Jakarta or other regions who have previously used Gojek services (Faizi, 2022). This study exceeded the original goal of 200 participants, with a total of 213 respondents. The primary instrument of this study was an online questionnaire distributed via Google Forms, consisting of close-ended statements. According to Putranto (2024), researchers are guided by the assumption that the sample reflects the size and composition of the population. To support the development of these survey indicators, this research also utilized secondary data adapted from the undergraduate thesis by Fadillah Dwi Putri (2019), titled "Pengaruh Kualitas Layanan

dan Persepsi Harga Terhadap Kepuasan Pelanggan Transportasi Online Gojek.”

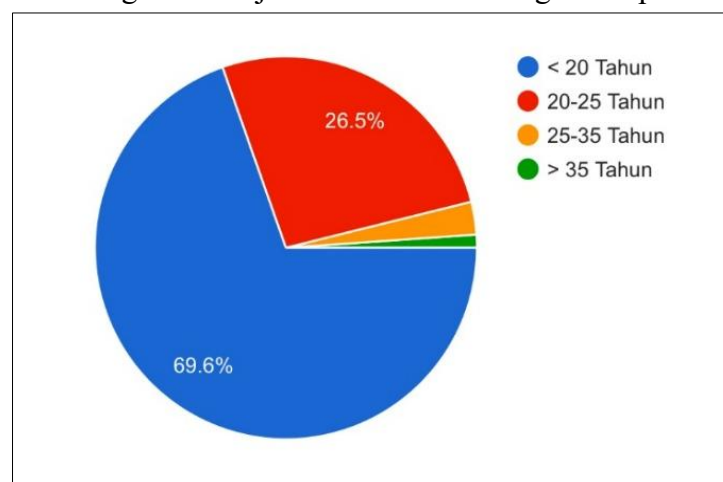
Both primary and secondary sources of data were used in this survey. Through the use of Google Forms, an online survey was used to collect primary data directly from respondents. In order to gather qualitative information on user’s experiences, the questionnaire had closed-ended questions that used a Likert scale to gauge agreement levels. Over the course of a week, data was gathered via online platforms like social media and messaging apps. A variety of scholarly sources, such as scientific journals, earlier research papers, and other pertinent literature, were used to gather secondary data in the interim. The study's theoretical framework was reinforced by these sources, which also offered comparisons with other research on customer satisfaction and service quality in digital transportation platforms.

The collected data was examined and manually grouped according to the commonalities in the responses provided by the participants. This made it easier for the researcher to determine what users thought was satisfactory and what they thought needed improvement. This study also makes use of pertinent literature and other research findings that address customer satisfaction and service quality in digital platforms to suit analysis.

4. RESULTS AND DISCUSSION

In the context of public transportation that is accessible through digital platforms, Gojek has become one of the most widely chosen applications by the Indonesian public, particularly in the Jabodetabek area. This is supported by the findings from 213 respondents, most of whom are under 20 years old, followed by those aged between 20 and 25 years. The dominance of respondents from Jabodetabek reflects the high usage of digital ride-hailing services in metropolitan areas where Gojek operates intensively.

Figure 1. Gojek Users Based on Age Group



Source: Researchers’ Own Data, 2025

Table 1. Survey Statements

No	Statement	SD (%)	D (%)	N (%)	A (%)	SA (%)
1	Gojek uses roadworthy and	1.88	5.16	13.15	55.87	23.94

	unmodified motorcycles					
2	Gojek is reliable in handling problems	0.94	2.35	31.46	46.01	19.25
3	The Gojek app is easy to use when ordering for the first time	1.88	0.47	6.10	55.87	35.68
4	Gojek picks up according to the scheduled time	1.41	5.16	15.96	55.87	21.60
5	Gojek drivers obey traffic regulations	1.88	11.27	34.74	31.92	20.19
6	Gojek drivers pick up and drop off customers on time	1.88	2.35	20.66	51.64	23.47
7	Gojek drivers arrive promptly after an order is placed	1.88	5.16	20.19	48.83	23.94
8	Gojek drivers are willing to assist with road issues	1.41	3.29	27.23	46.48	21.60
9	Gojek responds quickly to customer requests	1.41	2.82	27.23	50.23	18.31
10	Gojek drivers are skilled in driving motorcycles	0.94	2.35	19.25	49.77	27.70
11	Gojek drivers make customers feel safe during the ride	0.94	1.88	27.70	47.89	21.60
12	Gojek drivers are polite and friendly	0.94	0.94	31.92	46.95	19.25
13	Gojek drivers have adequate knowledge and skills	0.94	0.94	19.72	59.62	18.78
14	Gojek drivers pay good attention to customers	0.94	1.41	28.17	52.58	16.90
15	Gojek drivers are easy to contact when needed	1.41	1.88	25.82	53.99	16.90
16	Gojek drivers prioritize customer interests	1.41	1.41	23.00	56.81	17.37
17	Gojek drivers ask about customer needs	1.41	6.57	34.74	46.01	11.27

18	Gojek drivers use modern equipment (helmets, jackets, etc.)	1.41	0.47	6.57	52.11	39.44
19	The type of vehicle used by Gojek drivers is attractive	2.35	5.16	26.76	37.09	28.64

Source: Researchers' processed data, 2025

Based on the data, a majority of respondents expressed positive perceptions of the Gojek application. This can be attributed to various factors, such as the ease of use and the reliability of its services. According to Laurent (in Prasetya, Loviga, & Saleh, 2024), service quality is assessed through five dimensions: tangibles, reliability, responsiveness, assurance, and empathy.

Tangibles Aspect

In the tangibles aspect, the data show that the type of vehicle used by Gojek drivers is considered appealing by users, with 37.09% of respondents agreeing. Additionally, 55.87% of respondents stated that the vehicles used are roadworthy and unmodified, which plays a crucial role in attracting customers to use online transportation services. The Gojek application itself is also perceived as highly user-friendly, even when used for the first time to order a driver (55.87% agreed). Furthermore, 52.11% of respondents agreed that Gojek drivers use modern equipment such as smartphones. These findings suggest that, in terms of physical evidence, Gojek has adequately equipped its drivers with technology that supports service efficiency, complemented by the use of safe and proper vehicles. The presence of modern tools not only facilitates the ordering and communication process but also reflects the professionalism of the service and the company's ability to adapt to technological advancements.

Reliability Aspect

The next dimension, reliability, refers to the ability of a service provider to deliver promised services dependably and accurately. Based on the data, Gojek is considered reliable in handling problems, as shown by 46.01% of respondents who agreed with the statement. In addition, Gojek drivers are perceived to have adequate knowledge and skills in performing their duties, with 59.62% of respondents agreeing. This contributes to a sense of safety and comfort for passengers, as 49.77% agreed and 27.70% strongly agreed that the drivers are skilled in riding motorcycles. Furthermore, Gojek is reported to pick up passengers according to the scheduled time (55.87% agreement) and deliver them punctually to their destinations (51.64% agreement). Although only 31.92% of respondents agreed that drivers obey traffic regulations (with 34.74% remaining neutral), these results still indicate that Gojek can be relied upon for timely and safe transportation services. Overall, these findings reflect Gojek's ability to consistently meet service expectations and enhance user confidence in its reliability.

Responsive Aspect

The responsiveness dimension evaluates how promptly and effectively Gojek addresses customer needs and requests. This aspect is critical in digital ride-hailing services where

customers expect real-time solutions.

Prompt Arrival After Order Placement: A significant (48.83%) of respondents agreed that Gojek drivers arrive quickly after an order is placed, with an additional (23.94%) strongly agreeing. This indicates that the majority of users experience minimal waiting time, which is crucial for customer satisfaction in on-demand services. **Willingness to Assist with Road Issues:** About (46.48%) of users reported that drivers are helpful in navigating road-related challenges such as traffic jams or route adjustments. This proactive assistance enhances the overall user experience by reducing stress during trips. **Quick Response to Customer Requests:** Half of the respondents (50.23%) agreed that Gojek handles customer requests (e.g., changes in pickup location or special instructions) efficiently. However, (27.23%) remained neutral, suggesting that response times may vary depending on situational factors like network connectivity or driver availability. **Accessibility During Rides:** Over half (53.99%) found it easy to contact drivers during rides, ensuring smooth communication for updates or emergencies.

Theoretical Support: These findings align with Parasuraman et al.'s (2024) SERVQUAL model, which posits that responsiveness directly impacts perceived service quality by demonstrating the provider's commitment to addressing customer needs swiftly.

Assurance Aspect

The assurance dimension reflects the knowledge, courtesy, and credibility of service providers, which instills trust and confidence in customers. Based on the survey data, Gojek drivers largely succeed in making customers feel safe during the ride, with 47.89% of respondents agreeing and 21.60% strongly agreeing. In terms of courtesy and friendliness, 46.95% agreed and 19.25% strongly agreed that Gojek drivers exhibit these qualities. Moreover, the perception that Gojek drivers have adequate knowledge and skills is highly positive, with 59.62% agreeing and 18.78% strongly agreeing. These results suggest that Gojek drivers generally convey a sense of professionalism and trustworthiness, which are vital components of the assurance dimension, contributing to a secure and positive user experience. These findings align with the core aspects of the assurance dimension in service quality theory, emphasizing the importance of employee competence and interpersonal behavior in shaping customer perceptions. The positive responses indicate that Gojek has effectively trained its drivers not only in technical skills but also in building rapport, thereby enhancing overall service credibility and customer loyalty.

Empathy Aspect

The empathy dimension pertains to the provision of personal attention and understanding of customers' needs. The survey results show mixed perceptions regarding this aspect. While 52.58% of respondents agreed that Gojek drivers pay good attention to customers, only 16.90% strongly agreed, and 28.17% remained neutral. Similarly, when asked if Gojek drivers prioritize customer interests, 56.81% agreed, but a lower percentage (17.37%) strongly agreed, with 23.00% neutral. The statement about Gojek drivers asking about customer needs yielded the most varied response, with 46.01% agreeing, 11.27% strongly agreeing, and a substantial 34.74% remaining neutral. These findings indicate that while Gojek drivers generally show some level of attention and prioritization of customer interests, there is

room for improvement in consistently demonstrating personalized care and actively inquiring about specific customer needs to further enhance the empathy dimension of their service.

A deeper look at the user responses reveals notable gender-based differences in perceived service quality. Female users were more responsive to assurance and empathy, likely due to heightened concerns about safety and emotional reassurance, particularly when traveling alone or at night. They rated driver politeness and attentiveness more favorably, highlighting the value of respectful interaction. Training drivers to engage more thoughtfully could thus enhance satisfaction for this demographic.

In terms of age, respondents under 20 were more appreciative of tangible and responsive elements, likely influenced by their familiarity with technology and expectations for speed and convenience. Meanwhile, the 20–25 age group showed more critical views on empathy and reliability, suggesting a more experienced or discerning user base.

Timing of use also shaped perceptions. Users who often rode during rush hours expressed lower satisfaction in responsiveness and reliability, indicating service strain during peak periods. Solutions may include dynamic driver allocation and better communication to manage user expectations under high demand.

5. CONCLUSION

This study confirms the important role of service quality in determining customer satisfaction and loyalty in using Gojek, one of Indonesia's leading digital service platforms. The empirical findings demonstrate that dimensions such as reliability, responsiveness, assurance, empathy, and tangible aspects are not only foundational to user perceptions but also serve as critical determinants in shaping the overall customer experience. When Gojek consistently delivers reliable services, responds promptly to customer inquiries, and fosters trust and empathy through both its driver partners and digital features, users are more likely to feel valued and, consequently, exhibit greater loyalty to the platform.

The dimension of reliability, which encompasses the platform's ability to deliver promised services dependably and accurately, emerged as a significant predictor of customer satisfaction. Users expect the platform to function seamlessly, with minimal disruptions, and to fulfill its commitments regarding ride availability, timeliness, and safety. Responsiveness, defined as the willingness and ability of Gojek to assist customers and provide prompt service, further enhances the user experience by reducing wait times and addressing issues efficiently. Assurance, which relates to the competence, courtesy, and credibility of both the drivers and the platform, builds user confidence and mitigates perceived risks associated with using digital services. Empathy, reflecting the individualized attention and care provided to users, is particularly crucial in fostering emotional connections and long-term loyalty. Lastly, tangible aspects such as the cleanliness of vehicles, the professionalism of drivers, and the usability of the application interface contribute to the overall perception of service quality.

Despite these positive findings, the study also identifies areas that warrant further improvement. Notably, the aspects of driver empathy and the platform's mechanisms for handling customer complaints require particular attention. While technological advancements have enabled Gojek to automate many processes and streamline service delivery, the human element remains indispensable. Instances where users feel misunderstood or inadequately supported during complaint resolution can erode trust and diminish satisfaction. Therefore, it

is imperative for Gojek to invest in comprehensive training programs for its driver partners, emphasizing soft skills such as active listening, empathy, and conflict resolution. Additionally, refining the complaint management system to ensure timely, transparent, and empathetic responses will further strengthen the emotional bond between the platform and its users.

The limitations of this study must also be acknowledged. The research sample was confined to specific regions and demographic groups, which may not fully capture the heterogeneity of Gojek's user base across Indonesia. Given the country's vast geographic and cultural diversity, future research should strive to include a broader spectrum of users, encompassing various age groups, socioeconomic backgrounds, and regions. Moreover, the rapid evolution of digital technology and shifting consumer expectations present ongoing challenges for service providers. What constitutes excellent service today may become obsolete tomorrow as users become more sophisticated and demand higher standards of convenience, personalization, and security.

The implications of these findings extend beyond Gojek and are relevant to the broader digital service industry. In an increasingly competitive landscape, platforms must prioritize continuous service improvement that balances technological innovation with a human centered approach. While automation and artificial intelligence can enhance efficiency and scalability, they should not come at the expense of genuine human interaction and empathy. Companies that succeed in integrating these elements are more likely to foster enduring customer relationships and achieve sustainable growth.

Furthermore, the study highlights the importance of user centric design in digital platforms. By actively soliciting user feedback, monitoring service quality metrics, and iteratively refining their offerings, platforms can better align their services with evolving user needs. This approach not only enhances customer satisfaction and loyalty but also drives innovation and differentiation in a crowded marketplace.

From a policy perspective, the findings suggest that regulators and industry stakeholders should encourage best practices in service quality management, particularly in areas related to consumer protection, data privacy, and fair treatment of gig economy workers. Ensuring that digital platforms adhere to high standards of transparency, accountability, and inclusivity will contribute to a more equitable and sustainable digital ecosystem in Indonesia.

In conclusion, this study affirms that service quality is a multifaceted construct that significantly influences customer satisfaction and loyalty in the digital service sector. For Gojek and similar platforms, the path to long term success lies in their ability to continuously adapt, innovate, and place the user at the center of their strategies. By embracing a holistic approach that integrates technological excellence with empathy and human touch, digital platforms can not only strengthen their market position but also contribute to the development of more inclusive, empathetic, and user friendly digital services in Indonesia and beyond. Future research should continue to explore these dynamics, employing longitudinal and cross sectional designs to capture the evolving nature of digital service quality and its impact on user behavior.

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