Analysis Of Indrive Application User Satisfaction Level In Dki Jakarta

Ashyfa Rahma[1], Ika Febrilia, SE, M.M [2], Dewi Agustin Pratama Sari, S.E, M.S.M [3]

1
Department of Digital Marketing, Universitas Negeri Jakarta, Indonesia
2
Department of Digital Marketing, Universitas Negeri Jakarta, Indonesia
3
Department of Digital Marketing, Universitas Negeri Jakarta, Indonesia.

Abstract

The online ride-hailing company inDrive must understand which services to focus on to enhance user satisfaction and meet user needs. The purpose of this research is to analyze the level of user satisfaction with the inDrive application. Data collection was conducted using a questionnaire method distributed online via social media platforms such as WhatsApp, Instagram, X, and Facebook. The subjects of this study are respondents who have used the inDrive application for a minimum of 3 months, reside in DKI Jakarta, and are over 17 years old. The sample used in this study consists of 130 respondents. This research employs SPSS software version 27 and utilizes descriptive analysis techniques, validity tests with the EFA method, reliability tests, mean tests, standard deviation tests, and T-tests for data analysis and processing. The results of this study indicate that the Ease of Use dimension is included in the "High" category from the measurement of the criteria score and based on mean test score of 3.8 including level "Satisfaction". system Information Arrangement are included in the "High" category of measuring the criteria score and based on the mean test score of 3.8 including the interval level "Satisfaction". The usefulness dimension is included in the "High" category from the measurement of the criteria score and based on mean test score of 3.8 including level "Satisfaction". An additional section, Intention to Use dimension is included in the "High" category from the measurement of the criteria score and based on mean test score of 3.8 including level "Satisfaction"

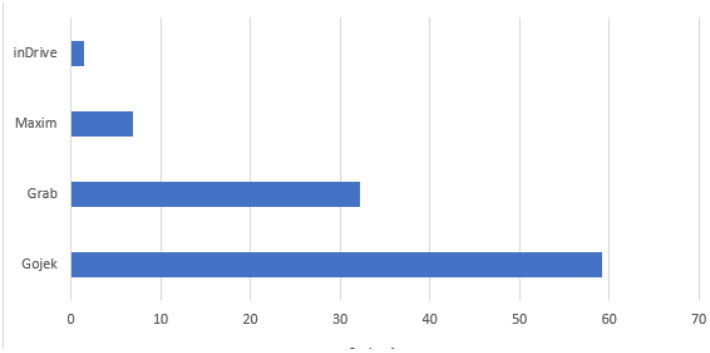
Keywords: User Satisfaction, inDrive Application, Online Transportation, DKI Jakarta, Service Quality, User Satisfaction Level

1. Introduction

Transportation available to the residents of Jakarta, a metropolitan city, includes various options such as trains, buses, pedicabs, taxis, and more. According to kumparan.com (2021), most people still consider public transportation as their primary choice. However, this preference is not matched by the availability of adequate public transportation, especially in terms of capacity. The many issues faced by urban areas, such as traffic congestion, poor service, and inadequate public transportation conditions, exacerbate the situation. Online transportation, which is application-based, allows consumers to book transportation services through an app on their smartphone screen. According to digiads.id (2022), observing the trend of online transportation to meet future mobility needs, technological disruption is driving changes in many aspects of human life, including mobility and transportation systems. With the help of digital technology, people can enjoy the presence of online transportation services that make various activities easier and faster. These services range from ordering passenger transport, goods delivery, food delivery, to purchasing various health and household needs to be delivered to the desired location.

Quoted from CNBC Indonesia (2020) based on the We Are Social 2020-Digital 2020 Indonesia report as of January 2020. The report also shows that 75% of Indonesian internet users use mobile applications related to mapping. The high consumer interest in online transportation has driven online-based transportation companies to compete in innovating and attracting consumers. Each service has its own advantages and disadvantages, ranging from serving customers to delivering them to their desired destinations. The ease of booking and online shipping costs are very helpful because they are more economical and can be ordered through Android applications. Online transportation currently entering the Indonesian market includes Gojek, Grab, inDrive, and Maxim. The identity of all drivers is known for sure because the managing companies have conducted a verification process before partnering with the drivers.

Figure 1. Online Transportation Used by the Public in DKI Jakarta



Source: databoks.katadata.co.id (2022)

Based on data from Databoks.katadata.co.id, Mutia (2022) states that in Figure 1.1 above, the number of online transportation app users in Indonesia has increased. Data from the Research and Development Agency (Balitbang) of the Ministry of Transportation (Kemenhub) reveals that the majority of the public predominantly use the Gojek online transportation app. Notably, 59.13 percent of respondents reported choosing this locally developed Decacorn company's app. Following Gojek, the public uses the Grab app (32.24 percent), Maxim (6.93 percent), inDrive (1.47 percent), and others (0.23 percent). From this data, it is evident that inDrive's usage proportion remains minimal compared to its competitors, Gojek, Grab, and Maxim.

2. User Satisfaction

Werthi et al. (2021) stated that satisfaction is a condition where the level of satisfaction with the service received radiates. This excitement can be depending on the circumstances. Consumers are people who come to the same place repeatedly to satisfy their desires and expectations and want to feel satisfied with products and services. Wulandari et al. (2020) stated that user satisfaction can be understood as a condition in which a person or group of people achieves success. to get what they need or want. According to Mai and Cuong (2021)customer satisfaction comes from the subjective evaluation that the chosen option meets or exceeds expectations. Customer satisfaction is also defined as a measure of how a product or service meets or exceeds customer expectations.

Based on the various definitions above, user satisfaction can be concluded as an emotional condition that arises from subjective evaluation of the experience of using a product or service. This satisfaction is measured based on the extent to which the product or service meets or exceeds user expectations. User satisfaction is very important for companies and organizations because it influences user loyalty and decisions to continue using or recommending the product or service in the future.

3. Material and Method

A cross-sectional survey design was adopted in this research to collect data regarding the level of satisfaction of inDrive users in DKI Jakarta. Since the aim of this study is to analyze the level of satisfaction of users about the inDrive application and their intention to use it in the future, all individuals who used or used the inDrive application will be included in this study. Considering the total sample estimate calculated using the Roscoe formula because the population size is not yet known with certainty. The appropriate sample size in research is between 30 and 500. Based on these points, the minimum sample size is 30 respondents because this research has one variable. However, in this study, the number of samples used was 130 respondents. The questionnaire link was active from December 2023 to June 2024, and at the end of the survey time period, 130 responses were received.

3.1 Design Study

The first section included eight questions about participants' demographic information. The second section focuses on the 24 main survey questions. The second part includes three sections: ease of use and satisfaction (eight items), information system organization (six items), and usability (seven items). An additional section, ‘intention to use’ was added by the authors which has three items that focus on assessing the user's intention to use the inDrive application in the future.

3.2 Data Analysis

Data were analyzed using SPSS version 27 using various statistical techniques such as sample independent t-test, mean and standard deviation. Missing data were removed to prevent bias in the analysis of results.

Descriptive Analysis

This study uses a five-point Likert scale measurement as follows: In this research, according to Imtihan et al. (2024), to describe the questionnaire results, criteria scores divided into five categories with respective achievement levels are used.

Table 3.2.1 User Satisfaction Scale Range

No	Criteria Scale	User Satisfaction (S+SS)
1	Very Low	0%-20%
2	Not Low	21%-40%
3	Somewhat High	41%-70%
4	High	71%-80%
5	Very High	81%-100%

Source: Imtihan et al. (2024)

Mean Test

The mean test was used in this study to evaluate the mean values of various variables observed in the research. The mean is obtained by summing all individual data within a group and then dividing by the number of individuals in the group.

Table 3.2.2 User Satisfaction Scale Range

Scale Range	Satisfaction Criteria
1,00 – 1,79	Very Dissatisfied
1,8 – 2,59	Dissatisfied
2,6 – 3,3	Somewhat Dissatisfied
3,4 – 4,91	Satisfied
4,92 – 5	Very Satisfied

Source: Evitria et al. (2022)

Standard Deviation Test

Quoted from katadata.co.id, Fianni (2023) states that standard deviation is a statistical measure used to determine the amount of data in a set that tends to vary from its mean. The standard deviation test is used in this study to measure the distribution or variation of data from the mean.

Independent Sample T-test

In this study, it is used to determine whether there are significant differences in satisfaction and usage of the inDrive app among different participant groups. Amaliyah and Ali (2023) state that if the p-value in the column is greater than 0.05, we conclude that there are no statistically significant differences in ease of use and satisfaction between these groups.

4. Result

People who order online motorcycle taxis inDrive in DKI Jakarta are the research population. The sample size required is 130 respondents in Jakarta aged 17 years and over who have used online motorcycle taxi services for at least three months. The analysis tool used is SPSS software. Purposive sampling, a component of the non-probability sampling approach, is the

technique used. Age, gender, place of residence, last education, and employment status are some of the characteristics of the respondents in this study. As can be seen in more depth below:

4.1 Profile Respondent

Table 4.1.1 Participants' demographic information.

Respondent Characteristics	Criteria	Frequency	Percent %
Gender	Male	47	36.2%
	Female	83	63.8%
	Total	**130**	**100%**
Age	17-29 Years	104	80%
	30-39 Years	26	20%
	40-49 Years	0	0
	Total	**130**	**100%**
Last Education	SMA/K equivalent	65	50%
	Diploma	15	11.5%
	Bachelor	49	37.7%
	Masters	1	0.8%
	Total	**130**	**100%**
Employee Status	Employee	58	44.6%%
	Student/College Students	71	54.6%
	Businessman	1	0.8%
	Total	**130**	**100%**
Domicile	North Jakarta	17	13.1%
	South Jakarta	30	23.1%
	Central Jakarta	17	13.1%
	West Jakarta	16	12.3%
	East Jakarta	50	38.5%
	Total	**130**	**100%**

Source: Data processed by researchers (2024)

Based on data from Table 4.1. shows the characteristics of the respondent profile in the study, consisting of 130 respondents who use the inDrive online motorcycle taxi application in DKI Jakarta. The majority of respondents are female, totaling 83 respondents. The age range of around 17-29 years accounts for 104 respondents. The majority of respondents' last education level is high school or equivalent, with 65 respondents, while most respondents' employment status is students/college students, totaling 71 respondents. Meanwhile, the majority reside in the East Jakarta area, with 50 respondents.

Table 4.1.2 Descriptive Analysis Ease of Use

No	Pernyataan		Alternatif Jawaban				
			STS (1)	TS (2)	KS (3)	S (4)	SS (5)
1		f	7	11	8	66	38
	The inDrive application is easy to use.	Σ(fi.xi)	507				

No	Pernyataan		Alternatif Jawaban				
			STS (1)	TS (2)	KS (3)	S (4)	SS (5)
		%	5,4%	8,5%	6,2%	50,8%	29,2%
		total	26			104	
			20%			**80%**	
		mean	**3,9**				
2	It was easy for me to learn to use this application.	f	9	12	12	60	37
		Σ(fi.xi)	551				
		%	6,9%	9,2%	9,2%	46,2%	28,5%
		total	33			97	
			25,3%			**74,7%**	
		Rata-rata	**4,2**				
3		f	6	15	13	50	46
	I like the appearance of the inDrive application.	Σ(fi.xi)	462				
		%	4,6%	11,5%	10%	38,5%	35,4%
		total	34			96	
			26,10%			**73,9%**	
		Rata-rata	**3,5**				
4	I feel comfortable using this app in a social environment.	f	9	13	12	54	42
		Σ(fi.xi)	512				
		%	6,9%	10%	9,2%	41,5%	32,3%
		total	34			96	
			26,10%			**73,8%**	
		Rata-rata	**3,9**				
5	I feel comfortable using this app in a social environment.	f	4	2	9	62	39
		Σ(fi.xi)	506				
		%	3,1%	16%	1%	47,7%	30%
		total	15			101	
			20,1%			**77,7%**	

No	Pernyataan		Alternatif Jawaban				
			STS (1)	TS (2)	KS (3)	S (4)	SS (5)
		Rata-rata	**3,8**				
6	The amount of time required to use this application is suitable for me.	f	13	9	9	52	47
		Σ(fi.xi)	501				
		%	10%	6,9%	6,9%	40%	36,2%
		total	31			99	
			23,8%			**76,2%**	
		Rata-rata	**3,8**				
7	I will use this app again.	f	10	12	11	49	48
		Σ(fi.xi)	503				
		%	7,7%	9,2%	8,5%	37,7%	36,9%
		total	33			97	
			25,4%			**74,6%**	
		Rata-rata	**3,8**				
	Overall I am satisfied with this application	f	12	10	9	65	34
		Σ(fi.xi)	489				
8		%	9,2%	7,7%	6,9%	50%	26,2%
		total	31			99	
			23,9%			**76,2%**	
		Rata-rata	**3,7**				
Rata-rata Presentase			**21,34%**			**75,64%**	
Rata-rata			**3,8**				

Source: Data processed by researchers (2024)

The Ease of Use dimension has an average percentage of "agree" and "strongly agree" responses of 75.64%. When compared to the weighted score criteria, this falls into the high category (71% - 80%), indicating that this dimension has a significant contribution to creating user satisfaction for the inDrive app.

Table 4.1.3 Descriptive Analysis System Information Arangement

No	Pernyataan		Alternatif Jawaban				
			STS (1)	TS (2)	KS (3)	S (4)	SS (5)
1		f	3	18	12	63	33

No	Pernyataan		Alternatif Jawaban				
			STS (1)	TS (2)	KS (3)	S (4)	SS (5)
	Whenever I make a mistake while using the app, I can easily and quickly recover from it.	Σ(fi.xi)	493				
		%	3,1%	13,8%	9,2%	48,5%	25,4%
		total	33			97	
			26,1%			**73,9%**	
		Rata-rata	**3,7**				
2	The inDrive application provides an acceptable way to obtain these services.	f	5	15	17	54	39
		Σ(fi.xi)	497				
		%	3,8%	11,5%	13,1%	41,5%	30%
		total	33			97	
			28,4%		**71,5%**		
		Rata-rata	**3,8**				
3		f	10	13	9	54	44
	This application provides enough information to let me know my progress.	Σ(fi.xi)	499				
		%	7,7%	10%	6,9%	41,5%	33,8%
		total	34			96	
			24,6%			**75,3%**	
		Rata-rata	**3,8**				
4	Consistent application screen display when switching screens (other applications).	f	11	10	9	56	44
		Σ(fi.xi)	502				
		%	8,5%	7.7%	6,9%	43,1%	33,8%
		total	30			100	
			23,1%			**76,9%**	
		Rata-rata	**3,8**				
5		f	9	9	15	57	40

No	Pernyataan		Alternatif Jawaban				
			STS (1)	TS (2)	KS (3)	S (4)	SS (5)
	The app view allows me to use all the functions offered by the app.	Σ(fi.xi)	506				
		%	6,9%	6,9%	11,5%	43,8%	30%
		total	33			97	
			25,3%			**73,8%**	
		Rata-rata	**3,8**				
6	This app has all the functions and capabilities I expected.	f	5	14	8	58	45
		Σ(fi.xi)	514				
		%	3,8%	10,8%	6,2%	44,6%	34,6%
		total	27			103	
			20,8%			**79,2%**	
		Rata-rata	**3,9**				
Rata-rata Presentase			**24,72%**			**75,1%**	
Rata-rata			**3,8**				

Source: Data processed by researchers (2024)

The System Information Management dimension has an average percentage of "agree" and "strongly agree" responses of 75.1%. When compared to the score weight criteria, this falls into the "high" category (71% - 80%), indicating that this dimension has a high contribution to creating user satisfaction with the inDrive application.

Table 4.1.4 Descriptive Analysis Usefulness

No	Pernyataan		Alternatif Jawaban				
			STS (1)	TS (2)	KS (3)	S (4)	SS (5)
1		f	10	9	8	57	46
	This application will be useful for me in transportation.	Σ(fi.xi)	510				
		%	7,7%	6,9%	6,2%	43,8%	35,4%
		total	27			103	
			20,8%			**79,2%**	
		Rata-rata	**3,9**				
2		f	10	11	11	53	40

No	Pernyataan		Alternatif Jawaban				
			STS (1)	TS (2)	KS (3)	S (4)	SS (5)
	This application gives me wider access to transportation services.	Σ(fi.xi)	501				
		%	7,7%	8,5%	8,5%	40,8%	30,8%
		total	32			98	
			24,7%			**93%**	
		Rata-rata	**3,8**				
3		f	11	9	11	54	44
	This app helps me manage my transport effectively.	Σ(fi.xi)	504				
		%	8,5%	6,9%	8,5%	41,5%	33,8%
		total	31			98	
			23,9%			**77,3%**	
		Rata-rata	**3,8**				
4	This application helps me communicate with inDrive customer care.	f	9	12	11	54	44
		Σ(fi.xi)	502				
		%	6,9%	9,2%	8,5%	41,5%	33,8%
		total	32			98	
			24,6%			**75,3%**	
		Rata-rata	**3,8**				
5	By using this application, I have more opportunities to interact with driver.	f	4	17	10	51	48
		Σ(fi.xi)	512				
		%	3,1%	13,1%	7.7%	39.2%	36.9%
		total	31			99	
			23,9%			**76,1%**	
		Rata-rata	**3,9**				
6	I feel confident that any convertation I send to the	f	6	14	6	62	42
		Σ(fi.xi)	510				
		%	4,6%	10,8%	4,6%	47,7%	32,3%

No	Pernyataan		Alternatif Jawaban				
			STS (1)	TS (2)	KS (3)	S (4)	SS (5)
	driver using the inDrive application will be accepted.	total	26			104	
			50%			**80%**	
		Rata-rata	**3,9**				
7	I feel comfortable communicating with driver when I use this application.	f	3	13	15	58	41
		Σ(fi.xi)	511				
		%	2,3%	10%	11,5%	44,6%	31,5%
		total	31			99	
			23,8%			**76,1%**	
		Rata-rata	**3,9**				
Rata-rata Presentase			**23,96%**			**79,57 %**	
Rata-rata			**3,8**				

Source: Data processed by researchers (2024)

The Usefulness Dimension has an average percentage of agreed and strongly agreed responses of 79.57%. Compared to the criteria score weight, this falls into the "High" category (71% - 80%), indicating that this dimension has a high contribution to creating user satisfaction with the inDrive app.

Table 4.1.5 Descriptive Analysis Intention to Use

No	Pernyataan		Alternatif Jawaban				
			STS (1)	TS (2)	KS (3)	S (4)	SS (5)
1	I want to use the inDrive application in the future.	f	7	15	15	60	33
		Σ(fi.xi)	487				
		%	5,4%	11,5%	11,5%	46,2%	33%
		total	37			93	
			28,4%			**79,2%**	
		Rata-rata	**3,7**				
2	Even though the pandemic has ended, I will continue to use inDrive.	f	9	12	11	42	56
		Σ(fi.xi)	514				
		%	6,9%	9,2%	8,5%	32,5%	43,1%
		total	32			98	
			27,1%			**75,6%**	

No	Pernyataan		Alternatif Jawaban				
			STS (1)	TS (2)	KS (3)	S (4)	SS (5)
		Rata-rata	**3,9**				
3		f	9	11	13	49	48
	I will continue to use the GoPay application based on need, but not because of interest.	Σ(fi.xi)	506				
		%	6,9%	8,5%	10%	37,7%	36,9%
		total	33			97	
			25,4%			**74,6%**	
		Rata-rata	**3,8**				
Rata-rata Presentase			**23,96%**			**76,47%**	
Rata-rata			**3,8**				
Rata – rata per dimensi			**76,70%**				

Source: Data processed by researchers (2024)

The dimension of Intention to Reuse has an average percentage of agree and strongly agree responses of 76.47%. When compared to the weighted score criteria, this falls within the "High" category (71% - 80%), indicating that this dimension makes a significant contribution to user satisfaction with the inDrive app.

Table 4.2 Mean Test

Table 4.2.2 Mean Test Users perceptions of ease

Items	***Rating***
The inDrive app is easy to use.	3,9
It was easy for me to learn how to use the app.	4,2
I like the look of the app.	3,8
The information in the app is well organized, so I can easily find the information I need.	3,9
I feel comfortable using the app in a social setting	3,8
The amount of time spent using the app is appropriate for me	3,8
I would use the app again.	3,8
Overall I am satisfied with the app.	3,8
Overall I am satisfied with the app.	3,7
Mean	**3,8**

Source: Data processed by researchers (2024)

Table 4.2.3 Mean Test Users perceptions of system information arrangement.

Items	***Rating***
Whenever I make a mistake while using the app, I can easily and quickly recover from it.	3,7
The inDrive app provides an acceptable way to get transportation services	3,8
The app provides enough information to let me know my progress	3,8
The navigation is consistent when switching screens (other apps)	3,8
The app's interface allows me to use all the functions (such as entering information, responding to incoming reminders, viewing information) that the app offers.	3,8
The app has all the functions and capabilities that I would expect.	3,9
Mean	**3,8**

Source: Data processed by researchers (2024)

Table 4.2.4 Mean Test Users perceptions of Usefulness

Items	***Rating***
This app will be useful to make traveling easier.	3,9
This app gives me more access to transportation services	3,8
This app helps me manage my transportation effectively.	3,8
This app makes it easier for me to communicate with my driver.	3,8
By using this app, I have more opportunities to interact with my driver.	3,9
I feel confident that any information I send to the driver will be received using the app.	3,9
I feel comfortable communicating with the driver when using this app	3,9
Rata – rata dimensi	**3,8**

Source: Data processed by researchers (2024)

Table 4.2.5 Mean Test Users perceptions of Intention to Use

Items	***Rating***
I want to use the inDrive app in the future	3,7
I will continue to use the inDrive app after the pandemic is over	3,8
I will continue to use the inDrive app based on need, but not because of interest	3,9
Mean	**3,8**

Source: Data processed by researchers (2024)

User Satisfaction dimension is 3.8, which falls within the scale range (3.4 - 4.91). This indicates that the User Satisfaction dimension for the inDrive application falls into the "Satisfied" category. This is supported by items such as "The inDrive application is easy to use," which scored

4.2. This score indicates that the satisfaction level shows that the inDrive application meets user expectations regarding comfort and ease of interaction. The majority of users feel comfortable and satisfied with the way this application works, as it makes it easier for them to perform various tasks such as booking rides, finding needed features, and completing transactions. The application successfully presents an interface that is easy to understand and use, making users feel less challenged when using the inDrive application. System Information Arragement dimension, shows an average score of 3.8, which falls within the scale range of 3.4 to 4.91. This indicates that the System Information Arragement dimension in the inDrive application is categorized as "Satisfied." This is supported by items including "This application has all the functions and capabilities I expected," with a score of 3.9. This figure reflects that the majority of users find the application equipped with the various functions they need and expect, thus providing a user experience that meets their expectations in terms of features and functionality. The application already offers essential features and capabilities for its users, such as easy navigation, payment integration, real-time tracking, and responsive customer service. These features enable users to book services, make payments, and track their status efficiently and effectively, meeting their needs in a convenient manner and enhancing the overall user experience.

Usefulness dimension, the average score is 3.8, which falls within the scale range of 3.4 to 4.91, indicating that the Usefulness dimension of the inDrive application falls into the "Satisfied" category. This is supported by the item “Using this app, I have more opportunities to interact with my driver,” which scored 3.9. This indicates that the app successfully creates a platform that facilitates direct communication between users and drivers. This score suggests that the majority of users feel they have more opportunities to communicate with their drivers, whether to provide travel instructions, ask about routes, or simply engage in social interaction. The dimension of Intention to Reuse obtained an average score of 3.8, which falls within the scale range (3.4 - 4.91), indicating that the dimension of Intention to Reuse the inDrive application is in the "Satisfied" category. This is supported by the item “I will continue to use the inDrive app as needed, but not out of interest,” with a score of 3.9. This shows that users generally find the app quite useful and functional, though it does not spark strong interest. This could be due to various factors, such as a standard interface, a lack of innovative features, or minor issues in usage that prevent the app from standing out compared to its competitors. Based on the mean analysis above, each dimension has the same average value of 3.8. It can be concluded that the three dimensions of user satisfaction with the inDrive application fall into the "Satisfied" category (3.4 - 4.91). This indicates that the three dimensions or factors, namely ease of use, information system management, and usability, have a significant impact on the level of user satisfaction with the inDrive application.

Table 4.3 Standard Deviation Test

Table 4.3.1 Standard Deviation Test Users perceptions of ease

Nama	***N***	***Mean***	***Std. Deviation***
USE 1	130	3,9	1.08442
USE 2	130	3,8	1.15738
USE 3	130	3,8	1.15224
USE 4	130	3,8	1.19083
USE 5	130	3,8	1.06565
USE 6	130	3,8	1.26437

Nama	*N*	*Mean*	*Std. Deviation*
USE 7	130	3,8	1.22878
USE 8	130	3,8	1.19303

Source: Data processed by researchers (2024)

Based on Table 4.3.1, the standard deviation test was conducted on eight indicators related to ease of use and satisfaction. The results show that the standard deviation ranges from 1.06565 to 1.26437. The highest standard deviation is found in indicator USE 6 at 1.26437, while the lowest is in indicator USE 5 at 1.06565. This indicates that there is greater variation in responses to indicator USE 6 compared to the other indicators. Conversely, indicator USE 5 has the lowest standard deviation of 1.06565, indicating that responses to this indicator are more consistent and closer to the average.

Table 4.3.2 Standard Deviation Test System Information Arrangement

Nama	*N*	*Mean*	*Std. Deviation*
SIA 1	130	3,7	1.06891
SIA 2	130	3,8	1.10296
SIA 3	130	3,8	1.21874
SIA 4	130	3,8	1.21204
SIA 5	130	3,8	1.14433
SIA 6	130	3,9	1.09163

Source: Data processed by researchers (2024)

In Table 4.3.2, the standard deviation was tested for six indicators related to system information settings. The standard deviation ranges from 1.06891 to 1.21874. Indicator SIA 3 has the highest standard deviation at 1.21874, indicating that respondent responses to this indicator deviate further from the average. In other words, there is greater variation in respondent opinions regarding SIA 3 compared to the other indicators. On the other hand, SIA 1 has the lowest standard deviation at 1.06891, indicating that respondent responses to this indicator are closer to the average. This means that respondent opinions about SIA 1 are more consistent and do not deviate significantly from the average.

Table 4.3.3 Standard Deviation Test Usefulness

Nama	*N*	*Mean*	*Std. Deviation*
USF 1	130	3,9	1.17872
USF 2	130	3,8	1.17540
USF 3	130	3,8	1.21372
USF 4	130	3,8	1.18619
USF 5	130	3,9	1.11893
USF 6	130	3,9	1.10401
USF 7	130	3,9	1.02063

Source: Data processed by researchers (2024)

In Table 4.3.3, seven usability indicators were tested for standard deviation. The standard deviation values range from 1.02063 to 1.21372. Indicator USF 3 has the highest standard deviation at 1.21372, indicating that respondent responses to this indicator have greater variation from the average. This means there are significant differences in respondent opinions regarding USF 3, with some respondents giving responses that are very different from the average. Meanwhile, USF 7 has the lowest standard deviation at 1.02063, indicating that respondent responses to this indicator are closer to the average. This means that respondent opinions about USF 7 are more consistent and do not deviate significantly from the average.

Table 4.3.4 Standard Deviation Test Intention to Use

Nama	***N***	***Mean***	***Std. Deviation***
ITU 1	130	3,7	1.12278
ITU 2	130	3,8	1.23176
ITU 3	130	3,9	1.19590

Source: Data processed by researchers (2024)

In Table 4.3.4, the standard deviations of three indicators of intention to reuse were tested. The standard deviation ranges from 1.12278 to 1.23176. Indicator ITU 2 has the highest standard deviation of 1.23176, indicating the greatest variation in respondent responses, while ITU 1 has the lowest standard deviation of 1.12278, indicating that respondent responses are relatively consistent for this indicator.

Table 4.4 Independent Sample T-test

Table 4.4.1 T-test Users perceptions of ease

		N	***Df***	***t-value***	***p-value***
Gender	Female	83	128	1.069	0.287
	Male	47			
Age	17-29	104	128	0.708	0.480
	30-39	26			
Place of Living	North Jakarta	17	128	0.829	0.527
	South Jakarta	30			
	Central Jakarta	16			
	West Jakarta	50			
	East Jakarta	17			
Employment status	Employee	72	128	1.277	0.204
	Stdudent/Collage Student	58			

Source: Data processed by researchers (2024)

The results of the Independent Sample T-test presented in Table 4.4.1 indicate that there are no significant differences in ease of use and satisfaction levels among various demographic groups, including gender, age, place of residence, and employment status. With p-values greater than 0.05, it can be concluded that the average differences in ease of use and satisfaction among these groups are not statistically significant. This suggests that males and females, different age

groups, varying places of residence, and different employment statuses have relatively similar perceptions of ease of use and satisfaction levels.

Table 4.4.2 T-test System Information Arrangement

		N	*Df*	*t-value*	*p-value*
Gender	Female	83	128	1.069	0.055
	Male	47			
Age	17-29	104	128	-1.403	0.163
	30-39	26			
Place of Living	North Jakarta	17	128	0.032	0.453
	South Jakarta	30			
	Central Jakarta	16			
	West Jakarta	50			
	East Jakarta	17			
Employment status	Employee	72	128	-850	0.397
	Stdudent/Collage Student	58			

Source: Data processed by researchers (2024)

In Table 4.4.2, the results of the Independent Sample T-test also show no significant differences in perceptions of the ease of information systems and settings based on gender, age, place of residence, and employment status. With p-values again greater than 0.05, this indicates that all demographic groups have similar views on how easy the information systems and settings provided by the application are to understand and access. This could mean that the application's information and settings features are well-designed to be easily understood and accessed by all users, without significant bias related to demographic backgrounds**.**

Table 4.4.3 T-test Usefulness

		N	*Df*	*t-value*	*p-value*
Gender	Female	83	128	-1.438	0.153
	Male	47			
Age	17-29	104	128	-1.403	0.163
	30-39	26			
Place of Living	North Jakarta	17	128	0.914	0.783
	South Jakarta	30			
	Central Jakarta	16			
	West Jakarta	50			
	East Jakarta	17			
Employment status	Employee	72	128	-381	0.704
	Stdudent/Collage Student	58			

Source: Data processed by researchers (2024)

The Independent Sample T-test results in Table 4.4.3 show that perceptions of the application's usefulness do not differ significantly among different groups based on gender, age, place of residence, and employment status. P-values greater than 0.05 indicate that the average

differences between these groups are not statistically significant. This suggests that the application is considered equally useful by all users, regardless of demographic characteristics (gender, age, place of residence, and employment status). This could indicate that the application has relevant and beneficial functions and features for all user groups.

Table 4.4.4 T-test Intention to Use

		N	*Df*	*t-value*	*p-value*
Gender	Female	83	128	0.119	0.906
	Male	47			
Age	17-29	104	128	-2.157	0.033
	30-39	26			
Place of Living	North Jakarta	17	128	0.83	0.568
	South Jakarta	30			
	Central Jakarta	16			
	West Jakarta	50			
	East Jakarta	17			
Employment status	Employee	72	128	-3.417	<0.001
	Stdudent/Collage Student	58			

Source: Data processed by researchers (2024)

Unlike the previous tables, Table 4.20 shows some significant results. The t-test indicates that there are significant differences in the intention to reuse the application between the age groups 17-29 years and 30-39 years, with a p-value of 0.033. These results show that the older age group (30-39 years) has a higher intention to reuse the application compared to the younger age group (17-29 years). Additionally, employment status also shows significant differences with a p-value of less than 0.001, where students have a higher intention to reuse the application compared to employees. There are no significant differences based on gender and place of residence. These results suggest that while the application is well-received by all groups, there is a tendency for older age groups and students to feel more motivated to continue using the application in the future. This could be due to differing needs or perceptions of value towards the application among these groups.

5. Conclusion

Based on the data analysis results of the research on "User Satisfaction with the inDrive Application in DKI Jakarta," the following conclusions can be drawn:

1. Based on the percentage results, the level of user satisfaction with the inDrive application falls into the "High" category. This is supported by ease of use, measured by being easy to use, comfortable, and appropriate. Additionally, system information arrangement, measured by functions and capabilities, consistent navigation, and progress information check, as well as usefulness, measured by improved access, information sent, and usefulness and ease. Furthermore, the intention to reuse, measured by using the app in the future, still using the app, and necessity and interest. This indicates that users have high satisfaction with the inDrive application.
2. Based on the rating or average results, the level of user satisfaction with the inDrive application falls into the "Satisfied" category, meaning the average user is satisfied with the inDrive application. This is supported by ease of use, measured by easy to learn, easy

to use, and understandable. Additionally, system information arrangement, measured by functions and capabilities, UI/UX functions, and consistent navigation. Furthermore, usefulness is measured by opportunities to interact, comfortable communicating, and information sent. Additionally, intention to reuse is measured by still using the app and necessity and interest.

3. The results of the independent sample t-test analysis show that in terms of ease of use, there is no significant difference between gender, age groups, and domicile. In system information arrangement, there is also no significant difference between gender, age groups, and domicile. Furthermore, in terms of usefulness, there is no significant difference between different groups based on gender, age, residence, and employment status.

6. Implications

The theoretical implications of this research involve the use of innovative analytical methods to measure the satisfaction of inDrive app users in DKI Jakarta, including descriptive analysis, EFA for validity testing, reliability testing, and advanced statistical analyses. Practically, users are generally satisfied with the Ease of Use, System Information Arrangement, and Usefulness dimensions of the app, highlighting the need for continuous improvement in user-friendliness, information management, and integration with broader transportation services. This suggests that improving the user interface, providing clear information, and integrating notification systems can enhance overall user satisfaction.

7. Recommendations

The recommendations for future research are as follows:

1. Future researchers can take a more balanced sample from various regions in DKI Jakarta to obtain a better representation of the inDrive app user population, thereby allowing for accurate extrapolation of research findings to the broader community (Susanto et al., 2024).
2. Future researchers can use various data collection methods such as online surveys, direct interviews, and field observations to gain a broader perspective on the use of the application. Emphasizing triangulation aims to enhance the validity and reliability of research findings by confirming or complementing results from different sources or viewpoints (Rifa'i, 2023).
3. Future researchers can collaborate with companies or communities involved in the production or use of the inDrive app to expand the range of respondents and gain better access to relevant information. According to Suryadharma et al. (2023), through collaboration, creative businesses can combine resources, expertise, and perspectives, resulting in a deeper understanding of complex challenges and innovative solutions.

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