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Research Article

Comparison of User Experience in Online Motorcycle Rent Care and Online Car Applications in Dki Jakarta Region

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Abstract: This study aims to see a comparison of user experience on online motorcycle taxi applications and online cars in the Jakarta area and see online car or motorcycle taxi services that have given satisfaction to the User Experience for users in the DKI Jakarta area. The results of the study show that there is no difference between User Experience in Online Motorcycle Care Applications and Online Cars in the DKI Jakarta Region while to show the best type of online transportation in accordance with ideal values, both types of online transportation have significantly dissatisfied consumers of both types of online transportation.

Keywords: User Experience, Happy, Successful Tasks, Earning, Up-time and Customer Satisfaction.

INTRODUCTION

Many of MSME's especially micro enterprises are still not utilizing social media as a media of product promotion. (Mahliza F. 2018) The motorcycle taxi service has transformed from a motorcycle taxi at the base to a motorcycle taxi that can be done through technology application. (Nugroho A, 2018), seeing this the Government with all efforts to try to break down existing congestion by issuing several regulations such as the rules regarding private car ownership, rules about license plates that can operate at certain times with the provisions of even numbers and odd numbers, Congestion often takes the community's travel time to reach their destination. In overcoming obstacles these people need transportation services that are fast, convenient, and safe in supporting their daily activities. Seeing this condition, entrepreneurs see the potential to open online car services in addition to online motorcycle taxis to overcome problems experienced by people in Jakarta. With the development of technology, online car services use applications with features that are easy to use in consumer cellphones, so consumers can quickly get the type of vehicle they want. In practice, consumers who use car services or online motorcycle taxi not only use one online application, they can use two more of the existing applications according to their wishes, needs and convenience when they need a car online.

According to Fenech & O'Cass (2001), "Representation of a brand can affect consumers' perceptions of the brand, so marketers must ensure that the elements present on the site / apps can be positive representatives, both aesthetically and in providing what is felt by consumers ". A good representation can be created from the formation of good experiences. As Schmitt (2008) says that the only valid purpose of marketing is the creation of valuable customer experience. This applies also in the online world. The experience experienced by users in using a particular technology, including the internet and sites is referred to as user experience (Garrett, 2011). The results of partial hypothesis testing indicate that there are 4 variables that significantly influence customer satisfaction, namely tangible, reliability, responsiveness, and assurance variables. The remaining one variable that has no effect on customer satisfaction is the empathy variable. The results of the data analysis also show that the assurance dimension has the most dominant effect on customer satisfaction compared to other dimensions. Hairurezqi, M. 2011) The results of this study indicate, there are 11 factors that influence consumers in using GO-JEK, namely the quality of driver and graphic services, technological development, demographics and psychographics, individual differences, the influence of friendship, supporting

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facilities, comfort, above the line promotions, places and times, below the line promotions and service availability. The most influential dominant factor in using GO-JEK is the quality of driver and graphics services that have a diversity of data of 27.81%. (Devi, K.S. 2014) The results of this study indicate that service quality and customer satisfaction each have a significant effect on word of mouth The customer satisfaction variable is proven to mediate the relationship between service quality and word of mouth. This can be interpreted that customers who feel satisfaction with Uber services tend to form word of mouth that benefits the company (Mazalio, G.B. 2015). The results obtained from this study explain that (1) the quality of Gojek services is very influential on customer satisfaction, (2) to achieve service quality that can be more satisfying for consumers, the responsiveness and assurance factors possessed by Gojek drivers must be changed to a better direction. , (3) the price factor has a significant influence on the fulfillment of consumer satisfactio. Fuji,Fransiska. D,P MA, & Juliani N 2016).

Where the experience felt by users who have used an online motorcycle taxi certainly will feel there is or the difference when they use an online car. Based on the above background, the writer is interested in conducting research with the title: "Comparison of User Experience in Care Apps for Online of motorcycle rent and Online Cars in the DKI Jakarta Region".

MATERIALS AND MERHOD

User experience has become a key aspect in the design of products and services. According to Hassenzahl & Tractinsky (2006), an information system should not only be used and useful, but should also make users comfortable to use the system. Many experts say that the user experience offered is an indicator of the success of a site. By evaluating through the UX approach it functions to find out what the user feels, whether the user feels happy, gets ease, has a feeling of pressure or feels satisfied when using an application system. Meanwhile, according to Aaker (2000) are: "The experience gained by consumers through participation and involvement on the internet has the possibility to be captured more strongly than the experience gained by consumers from other conventional media, so it can be said that the quality of user experience on a site can affect the overall feeling, trust, and user judgment associated with the brand can be embedded more strongly than experience through other media ".

Online marketers can influence the virtual consumer design process by providing a good online experience; Web experience; that is, a combination of functional, information, feelings, instructions, stimuli and online products or services, in other words running a complex marketing mix more than what is done in a traditional marketing mix. Online user experience with companies in cyberspace as a result of exposure to a combination of ideas, feelings and impulses caused by design and other marketing elements in online presentations (Constantinides, 2004).

According to Rodden, Hutchinson, Xin Fu (2010), User Experience is: *User* Experience is regarded as a comprehensive concept describing the subjective experience resulting from the interaction with technology. Although the concept of UX is still rather young, there are a few common key assumptions that are widely accepted: UX is generally agreed to dpend on the person (ie., subjective) and contextual factors like physical, social and cultural aspects in the situation of use, and to be dynamic and temporally envolving over the instances of use".

The following is an explanation of several dimensions of User Experience, Rodden, Hutchinson, Xin Fu (2010) in Arianis Chan (2014):

a) Happiness: satisfaction, visual appeal, possibility to recommend, and perceived ease of use.
b) Task Success: efficiency (eg time to complete a task), effectiveness (for example the percentage of tasks completed), and the level of errors that occur.
c) Earning: user perceptions about the benefits and benefits of accessing the application.
d) Uptime: user perception regarding guaranteed availability of information and feature reliability.

In this context design or user experience can be concluded as a form of interaction between humans and computers which includes care apps. User experience here is related to what is felt by users related to ease, comfort, efficiency, usefulness when they use care apps. A user experience designer can answer questions such as why a button is located below the picture, green, has a box icon with an arrow directed down, which is an attempt by UX designers to adjust the ability and experience of the user. In conclusion, UX is not only what the user sees, not only produces an interesting design to look at, but can answer why the design is like that, a design that is able to make users feel comfortable when successfully obtaining their goals when using a product. Based on this information, to be able to test the existing phenomena. The author systematically describes the comparison between the two research objects namely the experience felt by users on the online motorcycle taxi and online car applications.

Population and Sample

This research was conducted on customers who use online car service and online motorcycle taxi in the Jakarta area which will be distributed both off line and online during the period August to September 2018. The total sample taken both online and online is 123 respondents.

Data Analysis Method

Analysis of the data used in this study is the difference test between two unconnected samples where

if the data is normally distributed then we will refer to the Independent sample t test and if the data is not normally distributed then we use the Mann-Whitney U test and the best value test of the value is determined where if the data is normally distributed we will use the One sample t test and if the data is not normally distributed then we will use the Binomial Test.

For the one sample t test and binomial test there is an ideal value calculation As for determining the ideal average value of the qualitative data studied then because there are 20 questions using 5 measurement scales and the sample will be 123 respondents then the calculation for the value of 80 % of the ideal average. The results of the study are said to exceed the results greater than the average ideal generally used values starting from 70% and above (Siregar, 2014). To determine the ideal average value for this study, the study took 80% of the ideal average value, this value was taken because other studies generally took values starting from 70% of the ideal average value, for this study researchers took a value 1.

greater than 70%, namely 80%. As for determining the ideal average value of this study are as follows

Determine the Ideal Value

The Steps To Determine The Ideal Value Are As Follows:

1. Ideal Value = Number of questions X number of Measurement Scale X number of Respondents are Ideal Value = 20 X 5 X 123 = 123002.
2. Ideal average value = Ideal Value / Number of Respondents are The ideal average value = 12300/123 = 100
3. So if we take the value of 80% of the average ideal value is 80% X 100 = 80
4. This ideal average value will be the standard that will be compared with answers from respondents using the One sample T test and also the binomial test, if the value is greater then it is assumed that Prepaid customer satisfaction is achieved according to researchers' expectations. (Siregar, 2013)

RESULTS AND DISCUSSION

Statistic Results

Statistic result as follows

Table1. Riset Sample

Description		Frequency	Precentage (%)
Never or not using Online Transportation	Ever	123	100
	Never	0	0
	Total	123	100
Transportation cost per month	200k – 300k	18	14,6
	> 300k	105	85,4
	Total	123	100
Frequency of using Online Transportation	< 2 times	3	2,4
	2 – 5 times	29	23,6
	> 5 times	91	74
	Total	123	100
Respondents gender	Female	56	45,5
	Male	67	54,5
	Total	123	100
Respondent age	<20 year old	8	6,5
	20 – 30 year old	78	63,4
	31 – 40 year old	11	8,9
	> 40 year old	26	21,1
	Total	123	100
Education degre	High School	18	14,63
	D3	77	62,60
	Bachelor	10	8,13
	Master	13	10,57
	Doctor	5	4,07
	Total	123	100
Jobs	Goverment employee	2	1,6
	Private employee	53	43,1
	Others employee	4	3,3
	Lecture	38	30,9
	Others	26	21,1

	Total	123	100
Residence	East Jakarta	13	10,6
	West Jakarta	46	37,4
	Central Jakarta	16	13
	South Jakarta	28	22,8
	North Jakarta	10	8,1
	Others	10	8,1
	Total	123	100

Source: Processed Data (2019)

Based on the data above, it can be seen that all research respondents have used car and motorcycle taxi services online, where the transportation costs that they use the most are in the amount of more than Rp. 300,000 per month, which is as much as 105 responents, the frequency that most use both types of online transportation is more than 5 times a month and the respondent who answers the most research questionnaires is male. Whereas the age of respondents who filled out the questionnaire was 20-30 years. The final education level of the respondents was the highest number of high school students and the most respondents were private employees. The most respondents who filled out the research questionnaire were those living in West Jakarta.

Descriptive Data Statistics Research Statement

The research questionnaire that was filled out by 123 respondents, was a questionnaire with the same statement to be filled in for their experience in experiencing the experience when they used the services of online cars and online motorbikes, following a summary of answers to 123 respondents.

Table2. Descriptive Data Statistics

No	Descriptions	Code	Car Online	Motorcycle Online
1	Cistomer happy used online transportation	H1	4,21	4,33
2	Cistomer sastified used online transportation	H2	4,11	4,22
3	Cistomer interested used online transportation because interesting of media publication	H3	3,82	3,87
4	Online transportation applications are the lifestyle of today's society	H4	4,18	4,25
5	Satisfaction makes customers recommend to other	H5	4,07	4,23
6	Customers get information about the online transportation application from friend	H6	3,72	3,76
7	Customers get the convenience of placing an order through the online transportation application	TS1	4,20	4,33
8	Customers get the ease of doing daily carity	TS2	4,08	4,35
9	The online transportation application is easy to use anywhere without re-registration	TS3	4,23	4,24
10	Online transportation applications provide easy payment	TS4	4,35	4,42
11	Drivers ordered via the online transportation application arrived on time	TS5	3,55	3,66
12	Drivers ordered via the online transportation application have never strayed	TS6	3,2	3,24
13	Online transportation application provides prices according to the quality offered	E1	3,95	3,96
14	Online transportation applications are able to provide meaningful benefits for customers.	E2	4,06	4,11
15	Online transportation applications often provide discounts to keep you using it	E3	4,02	4,13
16	Bonuses and benefits on the online transportation application meet the main service needs in carity	E4	4,03	4,14
17	Information about the online transportation application is described on the official website of the application	UT1	4,11	4,11
18	Online transportation application contains information about rewards using the application.	UT2	4,11	4,1
19	Online transportation applications have service features that support customer needs	UT3	4,14	4,18
20	The benefits of the features of the online transportation application service meet customer needs	UT4	4,15	4,2

Source: Processed Data (2019)

Based on the table above it can be seen that almost all statements for the research variables both from the variables Happinnes, Task Success, Earnings and Uptime, the value for online motorcycle taxi tends to be higher than the average value when respondents assess the car online. The statements that have a fairly low value of the two types of online transportation above are for statements about Happiness are statements with code H6 regarding Customers getting information about online transportation applications from friends. This shows that consumers know about online transportation not from friends but from other sources such as television and others. As for the Task Success variable, the statement with TS6 code about the

driver which is never lost in picking up the consumer has the lowest average. This shows that the respondent still experienced the driver who was going to pick them up. Next to the Earnings variable, the statement with code E1 regarding the suitability of the price with the appropriate service quality, where the average is the lowest. And for the statement for the Uptime variable, the statement with UT2 code has the lowest average of the other uptime statements, which is about the online transportation application containing information about the reward using the application, but overall, consumers are satisfied with information about the rewards received by consumers.

Normality Test Research data

For this study, there are two types of normality tests, namely for the test data for differences between the two different groups and the test to see whether the data of the two research groups have entered certain criteria than is required in this study. In testing the quality of the data used the one sample Kolmogrov Smirnov test normality test as presented in the table below.

a. Normality Test Research for paired test

To test whether there is a difference between two different groups, a normality test is performed on the data to be analyzed in order to find out the type of statistical test that will be used. The following results of the normality test produced:

Table 3. One-Sample Kolmogorov-Smirnov Test

Normalitas Car Online		***Happiness***	***Task Success***	***Earning***	***Uptime***
N		123	123	123	123
Normal Parameters[a,b]	Mean	4,0162	3,9350	4,0142	4,1260
	Std. Deviation	,63697	,61201	,69269	,61602
Most Extreme Differences	Absolute	,104	,120	,175	,175
	Positive	,104	,108	,094	,175
	Negative	-,100	-,120	-,175	-,126
Kolmogorov-Smirnov Z		1,149	1,325	1,938	1,936
Asymp. Sig. (2-tailed)		**,142**	**,060**	**,001**	**,001**
a. Test distribution is Normal.					
b. Calculated from data.					

Based on the results of the normality test above it can be seen that the tendency of the data is not normally distributed as seen from the asymp value. Sig. (2-tailed) is smaller than 0.05, then the comparison test used is a different test for data that is not normally distributed, namely the Mann-Whitney U Test

Table 4. One-Sample Kolmogorov-Smirnov Test

Normalitas Motorcycle Online		**Happiness**	**Task Success**	**Earning**	**Uptime**
N		123	123	123	123
Normal Parameters[a,b]	Mean	4,1108	4,0409	4,0833	4,1443
	Std. Deviation	,61905	,59685	,51481	,62726
Most Extreme Differences	Absolute	,114	,139	,127	,176
	Positive	,108	,064	,076	,176
	Negative	-,114	-,139	-,127	-,173
Kolmogorov-Smirnov Z		1,261	1,546	1,406	1,956
Asymp. Sig. (2-tailed)		**,083**	**,017**	**,038**	**,001**
a. Test distribution is Normal.					
b. Calculated from data.					

Based on the results of the normality test above it can be seen that the tendency of the data is not normally distributed as seen from the asymp value. Sig. (2-tailed) is smaller than 0.05, then the comparison test used is a different test for data that is not normally distributed, namely the Mann-Whitney U Test.

b. Normality Test Results For Best Value Test

Meanwhile, to choose the statistical test used for the comparison test in the group that has the best value, the normality test produced is as follows:

Table 5. One-Sample Kolmogorov-Smirnov Test for Best Value Test

		Car Online	**Motorcycle Online**
N		123	123
Normal Parameters[a,b]	Mean	80,2683	81,8211

	Std. Deviation	11,65070	10,45210
Most Extreme Differences	Absolute	,103	,094
	Positive	,103	,054
	Negative	-,089	-,094
Kolmogorov-Smirnov Z		1,139	1,039
Asymp. Sig. (2-tailed)		**,149**	**,231**
a. Test distribution is Normal.			
b. Calculated from data.			

Based on the results of the normality test above, it can be seen that the tendency of the data to be normally distributed is seen from the asymp value. Sig. (2-tailed) is greater than 0.05, then the comparative test used is the best value test for data that is normally distributed, namely One Sample T Test.

Research Hypothesis Test

To answer the different tests for the four dimensions of research from user experience, we get the following results:

Different Test Results for Happiness

One dimension of user experience is Happiness which is an expression of the user's feelings for satisfaction, visual appeal and the possibility to recommend and perception of ease of use in this case is to compare the Happiness experienced when they use online car and motorcycle services. Based on the difference test using the Mann-Whitney test the test results obtained for the happiness variable are as follows:

Table. 6. Difference Test Results for the Happines Variable Ranks

Jenis Online		N	Mean Rank	Sum of Ranks
Happines	Car Online	123	117,67	14473,00
	Motorcycle Online	123	129,33	15908,00
	Total	246		

Based on the ranks table it can be seen that Motorcycle Online at 129.33 has a mean Rank value higher than car Online at 117.67, but to see whether the difference is significant it can be seen from Asymp. Sig (2-tailed).

Tble 7. Test Statistics[a]

	Happiness
Mann-Whitney	6847,000
Wilcoxon	14473,000
Z	-1,294
Asymp. Sig. (2-tailed)	,196
a. Grouping Variable: Jenis Online	

Seen from the statistical test Asymp value. Sig. (2-tailed) is greater than 0.05 which is 0.196, it means that the hypothesis received is Ho, where there is no significant difference between happiness when consumers use online car services and online motorcycle taxi, although the value of Z (-1,294) is indicated by a minus sign which means the online test rank rank of the car is lower than the rank of the online motorcycle taxi test, but this does not mean that the difference is significant.

Different Test Results for Success Dimensions

As for the Success dimension which is a dimension that shows how efficient it is (for example, time to complete a task), effectiveness (for example the percentage of tasks completed), and the level of error that occurs in this case is comparing the Success experienced when they use online car and motorcycle services. Based on the difference test using the Mann-Whitney test, the test results obtained for the Success variable are as follows:

Table 8. Different Test Results for the Success Variable Ranks

	Tipe of Online	N	Mean Rank	Sum of Ranks
Task Success	Car Online	123	116,62	14344,50
	MotorcycleOnline	123	130,38	16036,50
	Total	246		

Test Statistics[a]

	Task Success

Mann-Whitney	6718,500
Wilcoxon	14344,500
Z	-1,527
Asymp. Sig. (2-tailed)	,127
a. Grouping Variable: Jenis Online	

Seen from the statistical test Asymp value Sig. (2-tailed) is greater than 0.05 which is 0.127, it means that the hypothesis received is Ho, where there is no significant difference between Success when consumers use online car services and online motorcycle taxi, although the value of Z (-1,527) is indicated by a minus sign which means the online test rank rank of the car is lower than the rank of the online motorcycle taxi test, but this does not mean that the difference is significant

Difference Test Results for Earning Dimensions

Another dimension is Earning which is a dimension that shows how users' perceptions about the benefits and benefits gained in accessing applications in this case is comparing the Earning experienced when they use online car and motorcycle services. Based on the difference test using the Mann-Whitney test the test results obtained for Earning variables are as follows:

Rank

Table. 10. Difference Test Results for Earning Variables

	Jenis Online	N	Mean Rank	Sum of Ranks
Earning	Car Online	123	121,04	14887,50
	Motorcycle Online	123	125,96	15493,50
	Total	246		

Based on the ranks table it can be seen that Motorcycle online of 125.96 has a mean Rank value higher than Car Online of 121.04, but to see whether the difference is significant it can be seen from Asymp. Sig. (2-tailed).

Tanle 11. Test Statistics[a]

	Earning
Mann-Whitney	7261,500
Wilcoxon	14887,500
Z	-,549
Asymp. Sig. (2-tailed)	,583
a. Grouping Variable: Jenis Online	

Seen from the statistical test Asymp value. Sig. (2-tailed) is greater than 0.05, 0.583, which means that the hypothesis received is Ho, where there is no significant difference between earnings when consumers use online car services and online motorcycle taxi, although the value of Z (-0,549) is indicated by a minus sign which means the online car rank test value is lower than the online motorcycle taxi test rank, but this does not mean the difference is significant.

Different Test Results for Uptime

Uptime is the last dimension that is observed while it is the user's perception of the guarantee of the availability of information and the reliability of the feature in this case is to compare the Uptime experienced when they use online car and motorcycle services. Based on the difference test using the Mann-Whitney U test, the test results obtained for the Uptime variable are as follows:

Table. 12. Different Test Results for Uptime Variables Ranks

	Jenis Online	N	Mean Rank	Sum of Ranks
Up Time	Car Online	123	121,38	14930,00
	Motorcycle Online	123	125,62	15451,00
	Total	246		

Based on the ranks table it can be seen that Motorcycle Online of 125.62 has a mean Rank value higher than Car Online of 121.38 but to see whether the difference is significant it can be seen from Asymp. Sig. (2-tailed).

Table 13. Test Statistics[a]

	Up Time
Mann-Whitney	7304,000
Wilcoxon	14930,000
Z	-,478
Asymp. Sig. (2-tailed)	,633
a. Grouping Variable: Jenis Online	

Seen from the statistical test Asymp value. Sig. (2-tailed) is greater than 0.05 which is 0.633, it means that the hypothesis received is Ho, where there is no significant difference between Uptime when consumers use online car services and online motorcycle taxi, although the value of Z (-0.478) is indicated by a minus sign which means the online test rank rank of the car is lower than the rank of the online motorcycle taxi test, but this does not mean that the difference is significant.

Test Results Best Value of the Ideal Value

To answer the fifth research hypothesis, the test that we use is the One Sample T test, here we will see whether the two types of cars have met the ideal value criteria set in the research, namely 80. Then based on these results can be seen below:

Table. 14. Best Value Test Results One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Car Online	123	**80,2683**	11,65070	1,05051
Motorcycle Online	123	**81,8211**	10,45210	,94243

Table 15.One-Sample Test

	Test Value = 80					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Car Online	,255	122	**,799**	,26829	-1,8113	2,3479
Motorcycle Online	1,932	122	**,056**	1,82114	-,0445	3,6868

Based on the table above it appears that the average value of both online cars has exceeded the value of 80.2683 and motorcycle 81.8211 which is a requirement of the specified ideal value, but to answer the hypothesis which compares which transportation has provided the best user experience value, it can be seen in the one-sample test table the value of sig. (2-tailed) for both online cars and online motorbikes is greater than 0.05 which is 0.799 and 0.056, respectively, this shows that the hypothesis taken is Ho which means that both online cars and online motorcycle taxis are not significantly satisfy consumers who use these two types of online transportation services.

Discussion of Research Results

The results of the research show that to test the difference between online car services and online motorbike taxi both for the dimensions of Happines, Task Success, Earning and Uptime it is no different that consumers feel the same while using online car services and online motorcycle taxis. In this study, although on average all dimension values for online ojeg are greater than the average value of online cars, the difference is not too significant, this is because online cars continue to make improvements in providing services both in terms of payment, discounts and also attractive packages.

These results are not in accordance with research conducted by Arianis Chan and colleagues in the Comparison of User Experience on Gojek and Grab Mobile pps research (Study on PT. Goj-Jek and PT. Grab Indonesia in DKI Jakarta) which shows that the user experience for Online motorcycle taxis (Go-Jek) are very different from online cars (Grab Mobile) where on average and significantly online motorbikes are more satisfying than online cars.

Meanwhile, to answer whether online cars and online motorcycle taxis have met the ideal value of criteria, that is 80, even though on average the two types of online cars have exceeded 80, but it turns out that the value has not been significantly higher than the ideal value that has been determined.

CONCLUSIONS AND SUGGESTIONS

Conclusion

The results of the study entitled Comparison of User Experience on Mobile Apps for Online Ojeg and Online Cars in the DKI Jakarta Region can be concluded as follows:a. There is no significant difference between Happiness among Ojek Online and Mobil online mobile apps service users in the DKI Jakarta area. b. There is no significant difference between Task Success among Ojek Online and Mobil online mobile apps service users in the DKI Jakarta area c. There is no significant difference between earning for Ojek Online and Mobil online mobile apps service users in the DKI Jakarta area d. There is no significant difference between Uptime on Ojek Online and Mobil online mobile apps service users in the DKI Jakarta area e. Both online cars and online motorcycle taxis have not significantly satisfied user experience with both service users.

Suggestions

Based on the above conclusions, there are several suggestions for the two types of online mobile services, namely as follows: a. The dimensions of Happines in both types of online cars still need to be improved, especially in the way both types of transportation in making consumers more interested in using online transportation applications because by using media and publications that are more interesting than before so they are interested in recommending to

friends and family. b. For the Task Success dimension, both online cars and online motorbikes need to pay attention to the timeliness of drivers to come to the consumer's place and also knowledge of the mastery of the Jakarta area so that the possibility of misplaced or strayed drivers does not often occur. c. As for the Earning dimension, it is endeavored that the company will increase its services again so that consumers feel that the services they have to provide are in accordance with the quality provided by the two types of online transportation that already exist. d. And for the Uptime dimension, it's good for companies in both types of online transportation to provide even more interesting rewards so that consumers feel the benefits they get if they use the online transportation service more and more frequently.e. Both online transportation services are expected to increase all dimensions of user experience so that they can provide a better experience for users of both types of online transportation services.

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