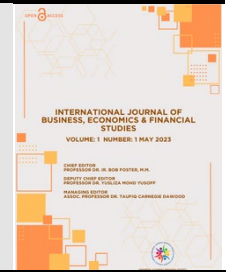


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Original Article



Developing Customer Satisfaction Strategies for Oke Jek Tebing Tinggi Online Transportation Users during the COVID-19 Pandemic

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Abstract

This study investigated the optimal development strategy for Oke Jek, an online transportation service in Tebing Tinggi, to enhance customer satisfaction during the COVID-19 pandemic. Oke Jek, which commenced operations in 2019, faces unique challenges in maintaining customer satisfaction while prioritizing safety and user experience. The research employed a qualitative approach, utilizing primary and secondary data collected through interviews, observations, and documentation from seven respondents. The theoretical framework is supported by development, marketing, and customer satisfaction theories. This study utilizes SWOT analysis to examine the internal (IFE) and external (EFE) environments. The IFE matrix, which evaluates strengths and weaknesses, yielded a score of 1.45, while the EFE matrix, which assesses opportunities and threats, produced a score of 1.15. These results position Oke Jek in Quadrant I, indicating an Aggressive Strategy as the most appropriate approach. On the basis of SWOT analysis, four alternative strategies were identified: Strengths-Opportunities (SO), Weaknesses-Opportunities (WO), Strengths-Threats (ST), and Weaknesses-Threats (WT). The findings suggest that to enhance customer satisfaction, Oke Jek should implement a comprehensive strategy focusing on safety measures, effective communication of health protocols, and improved application functionality for streamlined bookings and payments. This approach aimed to address the unique challenges posed by the COVID-19 pandemic while maintaining a competitive advantage in the online transportation market.



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1. Introduction

To enhance customer satisfaction for Oke Jek Tebing Tinggi during the COVID-19 pandemic, it is essential to implement a comprehensive strategy that prioritizes safety, communication, and user experience. This strategy should include regular sanitization of vehicles, clear communication regarding health protocols, and the introduction of user-friendly features within the app to streamline bookings and payments. Additionally, gathering customer feedback through surveys and implementing a responsive support system can help address concerns promptly and foster trust among users.

Furthermore, offering incentives such as discounts or loyalty rewards for frequent users can encourage

continued patronage while showing appreciation for their support during these challenging times. Establishing partnerships with local health authorities to ensure compliance with safety regulations and promote community awareness can further enhance the overall experience for users, reinforcing Oke Jek Tebing Tinggi's commitment to their well-being. By prioritizing these strategies, Oke Jek Tebing Tinggi can not only improve user satisfaction but also build a strong reputation as a reliable service provider in the health and transportation sectors.

This proactive approach will ultimately lead to increased user engagement, fostering a sense of community and loyalty that can significantly benefit the business in both the short and long term. In addition to these efforts, leveraging feedback from users can

provide valuable insights into their needs and preferences, enabling Oke Jek Tebing Tinggi to continuously adapt and improve its services. By implementing regular surveys and feedback mechanisms, Oke Jek Tebing Tinggi can ensure that they remain responsive to user concerns and expectations, further enhancing their service offerings.

PT. Oke Jek Kreasi Indonesia is one of the transportation service companies in Indonesia which is currently developing into an On-Demand Service based on online mobile platform technology that provides various other On-Demand services. On-demand service is a service that is based on requests and orders from customers or consumers. One of how PT Oke Jek Kreasi Indonesia develops online transportation in the City of Tebing Tinggi is to create an application as a supporter in the ordering process, not only via telephone (call) and SMS but also to improve the quality of its services to make it easier and more efficient. satisfy consumers or society. Oke Jek's online transportation in Tebing Tinggi only provides services such as Okay Ride, Okay Car, Okay Food, Okay Shop, and Okay Courier. With this, users of the Oke-Jek application can simply order Oke-Jek through the mobile application online and later will be picked up by the driver who responds to the user's order or prospective passengers. Payment transactions are made when the user arrives at the destination to the driver. The rates charged vary based on the distance travelled or based on the flat route applied starting from Rp. 5,000/km. The services provided by Oke Jek are so many that it helps the community in meeting their daily needs as well as for community mobility. However, when viewed in the Oke-Jek service, the most frequently ordered are shuttle services and delivery services.

Table 1. Number of Orders Okay Jek at Tebing Tinggi January-December 2020

No	Month	Service Okay Jek (Order Type)					Order Quantity
		Ok Ride	OK Car	Oke Shop	Ok Courier	Okay Food	
1	January	82	0	1	0	16	99
2	February	241	0	2	1	30	274
3	March	438	0	1	6	45	490
4	April	716	3	2	8	91	820
5	May	1442	0	10	6	100	1.558
6	June	1683	0	10	18	95	1,806
7	July	1771	7	19	23	354	2.174
8	August	2200	1	5	23	113	2.342
9	September	3131	2	30	43	842	4048
10	October	3366	0	23	69	1045	4,503
11	November	3421	0	35	48	1073	4,577
12	December	3548	1	43	59	949	4,600
Total							27. 291

Table 1 shows that delivery service (Okay Ride) and food delivery service (Okay Food) are the most sought after by the people of Tebing Tinggi today. Therefore, Oke Jek must continue to strive to maintain and create customer satisfaction. Based on the background of the problem

described above, the formulation of the problem in this study is:

1. What is the development strategy that Oke Jek does in providing satisfaction to online transportation users in Tebing Tinggi during the COVID-19 pandemic?
2. What are the supporting and inhibiting factors for the development of Oke Jek's online transportation services in Tebing Tinggi?

This study aims to address two primary objectives. First, it investigates the strategic approaches implemented by PT. Oke Jek to ensure customer satisfaction in Tebing Tinggi during the COVID-19 pandemic. Second, this study intends to identify and analyze the facilitating and inhibiting factors that influence the development of Oke Jek's online motorcycle taxi transportation service in Tebing Tinggi throughout the pandemic period. These objectives were derived from problem formulation and guided the research process.

2. Literature Review

2.1. Marketing

Marketing activities are usually defined as activities in marketing a product that will be traded by a company and aimed at consumers. However, if you look at the truth, marketing is not just selling products, but marketing also has important activities in analyzing and evaluating the needs and desires of consumers. Marketing is a total system of business activities designed to plan, price, promote and distribute want-satisfying goods and services, both to current and potential consumers (Chernev, 2020).

2.2. Customer satisfaction

Customer satisfaction is a feeling of pleasure or disappointment that a person gets from comparing the perceived performance (or result) of a product and its expectations (Syarif & Widodo, 2020). Customer satisfaction is an emotional opinion on the evaluation of the consumption experience of a product or service (Saputra et al., 2021).

2.3. Strategy

Strategy is a unified, comprehensive and integrated plan that links the strategic advantages of the company with environmental challenges and is designed to ensure that the company's main objectives can be achieved through proper execution by the company. Strategy is understood not only as various ways to achieve goals but also includes determining the various goals themselves (Lestari, 2017).

2.4. SWOT analysis

SWOT analysis consists of strengths (strengths), weaknesses (weaknesses) Opportunities (opportunities) and threats (threats) which is a planning process that helps companies overcome challenges and determine what to aim for as a whole. According to Kusbandono, (2019) SWOT analysis is one of the tools used to develop strategies based on the situation around the company that will affect the performance of the company. According to Albertus (2020) SWOT Analysis is a strategic planning method used to evaluate the strength or strengths weaknesses or Weaknesses, opportunities or Opportunities, and threats or Threats in a business venture project.

2.5. Business Development Strategy

According to Budhi et al., (2020) there are several strategies commonly used in business development, namely as follows:

1. Developing the market from the product side
Developing the market from the product side is the most feasible step to do first because the main product has been introduced and has grown, so that the problems of profitability (ability to earn profit) as well as popularity and quality have been accepted in the market.
2. Develop the market from the side of the sales system
Among them are developing distribution systems, developing marketing network systems with other parties and developing markets by combining other businesses in one industry.
3. Develop market with integration strategy
There are two types of integration strategies, namely vertical integration and horizontal integration.
4. Develop market with synergism
Carry out market development by entering into a cooperation agreement between two companies with different markets with the aim of swap market or market exchange and strengthen each other because both have privileges.

2.6. Online Transportation

Transportation comes from the Latin word transport are which means to transport or carry (something) to the other side or from another place. Transportation is the transportation of people or goods from one place to another by using a vehicle driven by humans or machines. The development of transportation technology is used by some people to facilitate and speed up movement in meeting all the needs of human life (Odeth, 2018).

3. Materials and Methods

3.1. Design of the Study

This research was conducted using qualitative research methods. Qualitative research methods are research methods based on philosophy, which are used to examine scientific conditions (experiments) where researchers as instruments, data collection techniques and qualitative analysis emphasize more on meaning (Al Mukaromah et al., 2019). The research used is descriptive qualitative research; descriptive qualitative research is in the form of research with a case study method or approach (Edwards, 2010).

3.2. Data analysis

This study uses a qualitative research method with a phenomenological approach According to Alase, (2017) Phenomenology is a qualitative methodology that allows researchers to apply and apply their subjectivity and interpersonal skills in the research process Phenomenology seeks to uncover and study and understand a phenomenon and its unique and unique context in the everyday life of the subject under study.

In this study, the data analysis process is interactive, namely Data Collection, Data Reduction, Data Display, and Data Conclusions, the following description is as follows:

1. Data collection (Collection of Data)
2. Data Reduction (Data Reduction)
3. Data Display (Data Presentation)
4. Conclusions Data (Withdrawal Conclusion)

3.3. Validity Test

According to (Ernawati et al., 2022) the validity of the data is an important design that is updated from the validity and rehabilitation design which will be adapted to the demands of knowledge, criteria and its own paradigm. Some of them will be explained as follows:

1. Credibility Test (Internal Validity)

In the results of this study, data checking was carried out based on the triangulation technique, namely by testing the credibility of the data to be carried out with the same source in different ways, and by re-checking the results obtained from interviews with various observations and concluded against the document. In practice, the researchers used checking data from interviews with managers, drivers and customers in Tebing Tinggi.

Triangulation is a technique of checking the validity of the data that is combined from various data collection techniques with existing data sources; triangulation also utilizes something other than research data, with the hope for checking purposes as a comparison to the research data obtained. The triangulation technique used in this research is:

3.3.1. Source Triangulation

The researchers used to test the credibility of the data by examining the data that had been obtained from several sources.

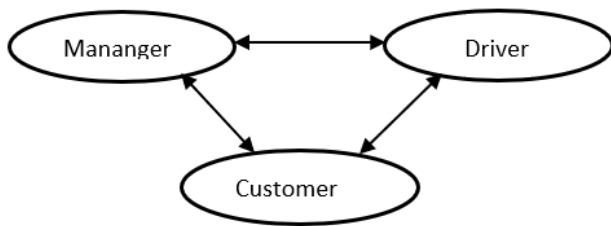


Figure 1. Triangulation with three data sources
Source: Bachri (2010)

3.3.2. Triangulation Technique

Used to test the credibility of the data which is done by checking the data to the same source but with different techniques.

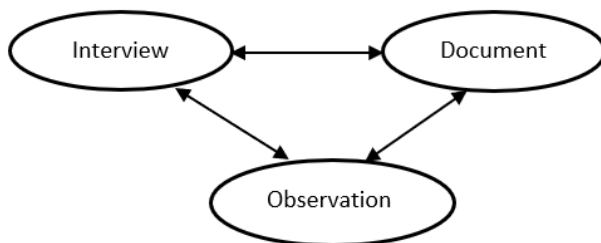


Figure 2. Triangulation with three data collection techniques
Source: Bachri (2010)

3.3.3. Time Triangulation

Done by checking interviews, observations, and other techniques in different times or situations

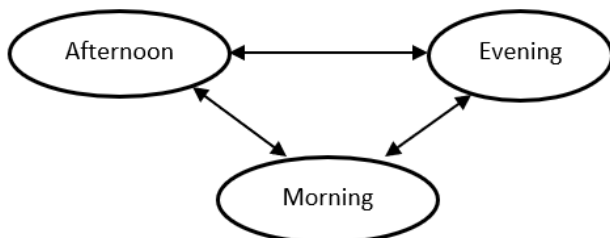


Figure 3. Triangulation with three data collection times
Source: Bachri (2010)

3.4. Transferability (External Validity)

Transferability is a technique for testing external validity in a qualitative study. This test shows the degree of accuracy or the application of research results to the population where the sample was taken (Abdussamad, 2022).

3.4.1. Dependability Test (Reliability)

The dependability test is carried out by conducting an audit of the entire process of research (Prastowo, 2012). In the results of this study, the researcher will record the data to be obtained from the field, store it, and attach the data to the research report to show field activities.

3.4.2. Conformability Test (Objectivity)

Test conformability is the test of objectivity in qualitative research, this study can be said to be objective if this research has been agreed upon by many people (Sugiyono, 2013).

3.5. Data Collection

In this qualitative study, the data collection employed three primary methods: observation, interviews, and documentation. First, observations involved direct and systematic examination of the research site to verify the validity of the study design and gain insights into prevailing conditions. This method entails meticulous scrutiny of behavior under specific circumstances, aiming to describe activities, individuals, and the significance of events from the participants' perspectives (Ismawati & Rr, 2022).

Second, interviews were conducted as a direct communication technique between the researcher and the respondents, utilizing oral questioning to gather data. This approach is particularly valuable for elucidating issues that questionnaires may not adequately capture. Finally, documentation analysis was employed, which involved examining the documents created by the subjects or others pertaining to the research topic. This method leverages the extensive factual and data repositories that are often available in documentary form. The incorporation of documentation analysis aimed to complement and enrich the data obtained through observations and interviews, thereby enhancing the comprehensiveness of the qualitative inquiry.

4. Results and Discussion

This study employed a multifaceted approach for data validation through triangulation. Source triangulation was used to verify the accuracy of the information obtained from informants by cross-referencing responses between participants. Triangulation of techniques was implemented by combining observations, interviews, and documentation to ensure the validity of the collected data. Finally, theoretical triangulation was applied, wherein the study's findings were compared with relevant theoretical perspectives to mitigate researcher bias and enhance the robustness of the conclusions. This comprehensive triangulation strategy aimed to bolster the credibility and reliability of the research outcomes.

After conducting observations and interviews regarding the strategy of developing customer satisfaction for online transportation users carried out by Oke Jek High Cliffs in the COVID-19 condition and also the supporting and inhibiting factors in the development of Oke Jek High Cliffs during the COVID-19 period which was seen directly from the results of observations made has been done by researchers and obtained several answers from Oke Jek managers, drivers, and customers in this service business, namely:

1. Strategy for Customer Satisfaction Development for Online Transportation Users OK, Jek Tebing Tinggi in the COVID-19 Era.

Oke Jek has a branch in Tebing Tinggi which is located at Tengku Hasyim Bandar Sono, Kec. Padang Hulu Tebing Tinggi 20631 is one form of business where the business is engaged in services in the form of online-based transportation in its operations. Oke-jek has carried out a development strategy to increase customer satisfaction using several ways, the method is using the SWOT analysis method by looking directly at the internal and external environment including:

a. Internal environment

1. Strengths

- Spread in various regions of Indonesia, especially in the high cliffs.
- Satisfactory service.
- Affordable prices.
- Payment can be made by non-cash or cash methods.
- Provide various kinds of promo offers or service discounts to customers.

2. Weaknesses

- Applications that sometimes can't access or error.
- Not many people know about high cliffs.
- Few working partners (drivers).

b. External Environment

1. Opportunity

- Creating Jobs.
- Can Add Community Economy.
- Utilizing technological advances for business operations.
- There are more online transportation enthusiasts than conventional transportation.
- The public knows the estimated costs that must be incurred.

2. Threats

- The emergence of COVID-19 that does not go away
- There are users of conventional transportation who are not happy.

- More and more similar businesses are being established.

c. Internal Factor Evaluation (IFE) Matrix

The Internal Factor Evaluation (IFE) matrix is used to determine the strengths and weaknesses of Oke Jek. Filling in the weights and ratings on the IFE matrix based on the list of entries given to the Oke Jek manager at the high cliff as a key informant with the following conditions:

1. Determination of the weight of critical success factors with a higher scale for high achievers, where:
 - 0.20 Or 20%: tall or strong
 - 0.15 Or 15%: above average
 - 0.10 Or 10%: average
 - 0.005 Or 5%: below average
 - 0.00 Or 0%: no effect

The sum of all weights must be 1.0. The weight value is searched and calculated based on the industry average.

2. Determination of the rating of each Critical Success Factor between 1 to 4, where:

- 1 = very weak
- 2 = quite weak
- 3 = strong enough
- 4 = very strong

The rating is determined based on the effectiveness of the company's strategy; thus, the value is based on the condition of the company.

3. Multiply the weight value by the rating value to get the score for all Critical Success Factors.

Based on the identification results of Oke Jack's external factors, the opportunities and threats of Oke-Jek are as follows in the IFE matrix:

Table 2. Result of FE Matrix

No	Internal Factors Okay Jek	Weight	Rating	Average
		Strength		
1.	Scattered throughout the high cliff area	0.15	4	0.60
2.	Satisfactory service	0, 10	3	0, 30
3.	Affordable prices	0.15	3	0.45
4.	Payment can be made by non-cash or cash methods	0.15	4	0.60
5.	Provide various kinds of promo offers or service discounts to	0, 10	3	0, 30

No	Internal Factors Okay Jek	Weight	Rating	Average
	customers			
	Total Strength	0.65	17	2, 25
	Weaknesses			
1.	Applications that sometimes can't access or error	0.15	2	0, 30
2.	Not many people know about high cliffs	0, 10	3	0, 30
3.	Few working partners or drivers	0, 10	2	0, 20
	Total weakness	0.35	7	0, 8
	Total	1, 0	24	3, 05

Table 2 shows the results of the IFE matrix, it is known that the internal factor of PT. Oke Jek on the high cliff has a value of 3.05. A total score that is far below 2.5 indicates a weak organizational trait internally. Meanwhile, a total score that is far above 2.5 is a characteristic of a strong organization internally. Oke Jek in Tebing Tinggi itself with a total weighted average score of 3.05 shows the company's strategy in utilizing strengths and minimizing weaknesses is above average and internal conditions at this company tend to be strong.

d. External Factor Evaluation (EFE) Matrix

External Factor Evaluation (EFE) matrix is used to evaluate the factors on the opportunities and threats faced by Oke Jek. Filling in the weights and ratings on the EFE matrix based on the list of entries given to the Oke Jek manager at the high cliff as a key informant with the following conditions:

- Determination of the weight of critical success factors with a higher scale for high achievers, where:
 - 0.20 Or 20%: tall or strong
 - 0.15 Or 15%: above average
 - 0.10 Or 10%: average
 - 0.005 Or 5%: below average
 - 0.00 Or 0%: no effect

The sum of all weights must be 1.0. The weight value is searched and calculated based on the industry average.

- Determination of the rating of each Critical Success Factor between 1 to 4, where:
 - 1 = very weak
 - 2 = quite weak
 - 3 = strong enough
 - 4 = very strong

The rating is determined based on the effectiveness of the company's strategy; thus the value is based on the condition of the company.

- Multiply the weight value by the rating value to get the score for all Critical Success Factors.

Based on the identification results from Oke Jack's external factors, it can be seen the opportunities and threats of Oke Jack as in the EFE matrix as follows:

Table 3. Result of EFE Matrix

No	External Factors Pt. Ok Jack	Weight	Rating	Average
	Opportunity			
1.	Creating jobs	0.15	4	0.60
2.	Increase the community's economy	0, 10	3	0, 30
3.	Utilizing technological advances for business operations	0, 10	2	0, 20
4.	There are more online transportation enthusiasts than conventional transportation	0.15	3	0.45
5.	The public knows the estimated costs that must be incurred	0.15	4	0.60
	Total odds	0.65	16	2, 15
	Threats			
1.	The emergence of COVID-19 that does not go away	0.15	4	0.60
2.	There are users of conventional transportation who are not happy	0, 10	2	0, 20
3.	More and more similar businesses are established	0, 10	2	0, 20
	Total threat	0.35	8	1.0
	Overall	1, 0	24	3, 15

Table 3 shows the results of the EFE matrix assessment, the result indicates that external factor of PT OK on the high cliff has a value of 3.15. As in the IFE matrix, regardless of the number of key opportunities and threats included in the EFE matrix, the total weighted average value ranges between the lowest 1.0 and the highest 4.0 with an average of 2.5. Even though the value of external factors for pt Oke-Jek is above 2.5, pt-OK-Jek must continue to make maximum efforts to

take advantage of external opportunities and avoid threats that will affect the company.

e. Internal-External Matrix (IE)

The IE matrix is used to determine the current position of Oke Jek based on the total weight score of the IFE matrix and the EFE matrix. The total IFE score is 3.05 while the EFE score is 3.15.

Table 4. Result of IFE Matrix Total IFE Score

I	II	III
IV	V	VI
VII	VIII	IX

Table 3 captures the total weighted score obtained from the IFE matrix and the EFE matrix, placing Oke Jek in quadrant I, it means that the strategy that can be implemented in quadrant I is an aggressive strategy that can be implemented to maximize the strengths and opportunities that exist to move forward and achieve greater success Bigger. From the IFE and EFE calculations in Table 3 and Table 4, the comparison of the internal and external scores of Oke Jek can be summarized as follows:

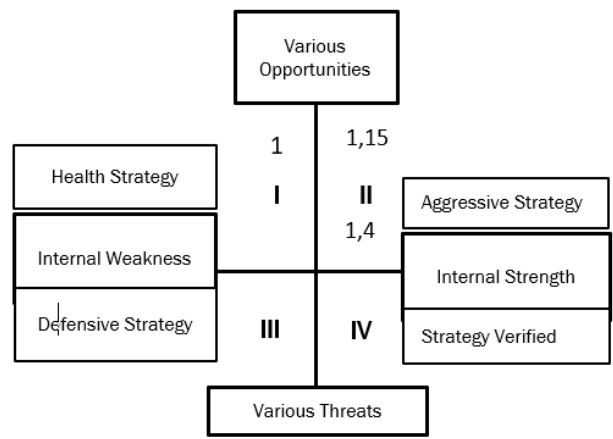
Table 5. Result of Internal and External Score Comparison Oke Jek

Internal	External	Strategy
Strengths > Weaknesses 2.25 - 0.8 1.45	Opportunity > Threat 2.15 - 1.0 1.15	Aggressive Strategy

Table 6. SWOT Matrix Ok Jack

IFE	Strengths	Weakness
	<ul style="list-style-type: none"> Scattered throughout the high cliff area Satisfactory service Affordable prices Payment can be made by non-cash or cash methods Provide various kinds of promo offers or service discounts to customers 	<ul style="list-style-type: none"> Applications that sometimes can't access or error Not many people know about high cliffs Few working partners or drivers
EFE	Opportunities	WO Strategy
	<ul style="list-style-type: none"> Creating jobs Increase community's economy Utilizing technological advances business operations 	<ul style="list-style-type: none"> Improve internet connection on server Recruiting new dedicated and loyal drivers by taking advantage of current technological advances to ensure driver safety and comfort Introducing okay - jek throughout the high cliff area through social media and others.

If these values are included in the grand strategy matrix, the position of developing customer satisfaction is okay in the position of an aggressive growth strategy, namely making optimal use of the strengths and opportunities they have. In the quadrant I position, namely positive internal and external factors, it shows that the business environment faced by Oke Jek is relatively more likely to be compared to threats, and strengths are relatively superior to weaknesses. In this position, Oke Jek can turn potential into better performance. The strategy that Oke Jek must implement in this condition is an aggressive growth strategy, by taking advantage of existing opportunities, overcoming internal weaknesses, and avoiding threats.



f. SWOT Matrix

The SWOT matrix is used to determine alternative strategies based on strengths weaknesses, opportunities, and threats.

- There are more online transportation enthusiasts than conventional transportation
- The public knows the estimated costs that must be incurred

Threats

- The emergence of COVID-19 that does not go away
 - There are users of conventional transportation who are not happy
 - More and more similar businesses are established
- ST strategy
- Provide customer convenience by always wearing a mask in operation
 - Increase relationships and maintain friendship with conventional transportation users
 - Developing competitiveness
- WT Strategy
- Increase employee loyalty to conventional transportation drivers
 - increase promotions and improve programs with new innovations

The SWOT matrix from the results of the study above considers a combination of strategic factors, namely strengths and weaknesses as well as opportunities and threats, thereby producing four alternative strategies, namely the SO (Strength-Opportunities) strategy, the WO (Weakness-Opportunities) strategy, and the ST (Weakness-Threats) strategy. , WT (Weakness-Threats) Strategy. This strategy will be explained in the implications of the research results.

2. Supporting and Inhibiting Factors in the Development of Online Ojek Transportation Services Okay Jek Di Tebing Tinggi.

a. Supporting Factors for the Development of Online Transportation Services Okay Jack.

The supporting factors for the development of online transportation services are okay, seen from the results of research that has been done by looking at the analysis of the internal and external environment, namely:

- Fees and services.
- Promos and discounts.
- More online transportation enthusiasts.
- Creating jobs.

b. Factors Inhibiting the Development of Online Transportation Services Okay Jack

After analyzing and considering the existing environmental conditions, it can be concluded that the inhibiting factors for the development of online transportation services are as follows:

- Virus-stricken natural conditions.
- Network and communication.
- Number of competitors.

1. Implications of Research Results

Strategy for Customer Satisfaction Development for Online Transportation Users OK, Jek Tebing Tinggi in the COVID-19 Era

Based on the discussion above, the results of the research obtained on the development strategy carried out by Oke Jek in order to provide customer satisfaction, namely by looking directly at the internal environment and the external environment using the SWOT analysis method and producing four alternative strategies, namely:

a. SO Strategy (Strength-Opportunities)

- Creating strategies that use strengths to take advantage of opportunities.
- Maintain and improve service quality in service to customers.
- Carry out promotions by utilizing technological advances such as the existence of social media.
- Increasing work partners or drivers.
- Transportation costs are relatively cheaper and more effective.

b. WO (Weakness-Opportunities) Strategy

- Create strategies that minimize weaknesses to take advantage of opportunities.
- Improve internet connection on server.
- Recruiting new dedicated and loyal drivers by taking advantage of current technological advances to ensure driver safety and comfort.
- Introducing okay - jek throughout the high cliff area through social media and others.

- c. ST Strategy (Weakness-Threats)
 - Create strategies that use strengths to address threats.
 - Provide customer comfort by always wearing a mask in operation.
 - Increase relationships and maintain friendships with conventional transportation users.
 - Developing competitiveness
- d. WT Strategy (Weakness-Threats)
 - Create strategies that minimize weaknesses and avoid threats.
 - Increase employee loyalty to conventional transportation drivers.
 - Increase promotions and improve programs with new innovations.

2. Supporting and Inhibiting Factors in the Development of Online Ojek Transportation Services Okay Jek Di Tebing Tinggi.

Supporting Factors for the Development of Online Transportation Services Okay Jack. The supporting factors for the development of online transportation services are okay, seen from the results of research that has been done by looking at the analysis of the internal and external environment, namely:

- The price is relatively cheap, and the service is quite satisfying.
- Provide discounts such as 75% cash back.
- One of the online transportations that is in great demand.
- Helping people to find work.

Factors Inhibiting the Development of Online Transportation Services Okay Jack

After analyzing and considering the existing environmental conditions, it can be concluded that the inhibiting factors for the development of online transportation services are as follows:

- The emergence of COVID-19.
- Insufficient internet connection.
- Competitors are emerging both inside and outside.

5. Conclusion

This study concludes that PT. Okay Jek is positioned in Quadrant I (strengths and opportunities), indicating that an aggressive strategy is the most appropriate approach for the company. SWOT identification revealed several key strengths, including widespread coverage in the high-cliff area, satisfactory service, competitive pricing, and flexible payment options (both cash and non-cash). However, the company also faces weaknesses, such as occasional application errors, limited brand recognition within the high-cliff

community, and a small driver workforce. The analysis identified several opportunities for PT. Okay Jek includes job creation, economic stimulation, leveraging technological advancements for business operations, growing preference for online transportation over conventional methods, and transparent cost estimation for customers.

Conversely, companies face threats such as the persistent COVID-19 pandemic, resistance from conventional transportation providers, and increasing competition from similar businesses. The study also highlighted the factors supporting and inhibiting Oke Jek's development. Supporting factors include relatively low prices, satisfactory services, attractive promotions (e.g., 75% cashback), popularity as an online transportation option, and contribution to job creation. The primary inhibiting factor was the ongoing COVID-19 pandemic, which has significantly impacted business operations and growth potential.

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