Analysis of Online Transportation in Community Life:
A Systematic Literature Review

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Abstract

The increasing demands of community mobility certainly require transportation facilities that can provide movement and movement from one place to another quickly. This study uses the System Literature Review method which is used to determine the methodology with relevant questions by presenting evidence regarding the data. Online transportation is an internet-based transportation service that can be accessed through applications on smartphones, this is due to the development of the times and increasingly rapid technological advances. The existence of online application-based transportation Go-Jek, Grab, and Bluebird that combines transportation services with communication technology in the Indonesian transportation world, makes people have to determine which transportation is most suitable for their mobility needs. The development of online transportation is a challenge for the public policy sector to be able to follow the development of information technology. Moreover, digital society that uses information technology assistance to carry out daily activities has different characteristics from the conditions of the previous society. This study aims to analyze and describe the relationship between online transportation and meeting people's needs with online transportation. Online transportation has succeeded in driving social change at three levels, namely the individual level, the level between individuals, and the community level. The results of this study conclude that with online transportation, people's activities in traveling are greatly helped by online transportation, with easy ordering and price offers that many people are helped in today's very congested transportation solutions.

Keywords
Transportation, online application, technology, social action, System Literature Review.

1. Introduction
In the current disruptive era, technological developments are developing so rapidly that it encourages the creation of new innovations and ultimately replaces the previous technology. One of the industries that is experiencing very rapid growth at this time is in the online-based transportation business (Azizah and Adawia, 2018). Ride sharing online transportation services were introduced in Indonesia since 2010 and became popular with the public in 2014 (Gilang et al. 2017). Online transportation has succeeded in driving social change at three levels, namely the individual level, the inter-individual level and the community level (Widiyatmoko 2018). The online transportation application also consists of various services, namely ordering food, purchasing tickets, picking up goods, shopping, and so on, which greatly help the community in time efficiency. The ease of using applications and features that help mobility using smartphones make online transportation applications more attractive, especially in big cities with high congestion rates (Sitanayah et al. 2020).

There is a significant influence on job opportunities and community welfare with online motorcycle taxis that can absorb labor and increase MSME income through various services available in online motorcycle taxi applications (Sari et al., 2019). The success of a service in the service sector is supported by the performance of online

transportation drivers when providing services to the community. The services provided to the community will greatly affect public perceptions as consumers, both bad perceptions and good perceptions of online transportation (Hardaningtyas, 2018).

The phenomenon of the current development of information technology makes it easier for consumers of public transportation which is considered the most efficient in terms of access and cost aspects, besides that consumers are facilitated by the development of current information technology, especially for ordering.

1.1 Research Problem
1. What are the determinants of consumers in choosing online transportation vehicles over conventional transportation?
2. Why do people's lives now need online transportation?
3. What is the impact of online transportation in people's lives?

1.2 Research Objectives
Based on the problems formulated above, this study was made with the aim of knowing the determinants of consumers choosing online transportation, knowing the purpose of online transportation and knowing the important role of online transportation in the digital era.

2. Literature Review
The development of transportation infrastructure is one of the vital aspects needed to increase the economic growth of a country (Susantono and Berawi, 2012). The mass or public transportation system is not yet fully accessible to the public (Aminah, 2018). The online transportation application is a public transportation solution in Indonesia. This also opens up opportunities for various startup companies in Indonesia (Kurniati, 2017). Advances in information technology are utilized by business actors providing transportation services to develop their business which is called online transportation (Apriliani, 2020). In the current era of disruption, technological developments are growing so rapidly that it encourages the creation of new innovations and ultimately replaces the previous technology. One of the industries that is currently experiencing very rapid growth is the online-based transportation business (Azizah, 2018). Online transportation is currently a transportation that is widely enjoyed by the community as a means to travel because it can make it easier for consumers to access anywhere (Yetmi et al. 2021).

3. Methodology
This research method uses a systematic interpretation of data to examine and identify the effectiveness of simple time series forecasting, especially online transportation. The existence of a Systematic Literature Review (SLR) is a form of research related to existing publications and follows a systematic methodology for compiling various published data to calculate existing online transportation forecasts. (Kraus, 2021) The SLR method makes it easier for researchers to explore what they want to learn about simple time series forecasting, which by following a predetermined process for conducting a literature review can allow researchers to provide actual evidence regarding data sources and criteria for selecting problem analysis. in online transportation. With the use of the SLR method, a systematic review and identification of journals can be carried out, which in each process follows the steps or protocols that have been set. The results showed that the dominant platform used in the development of information systems was website-based while the dominant method used in completing the development of information systems was the structured method (Triandini, 2019). This is because qualitative methods are strongly influenced by a person's background such as emotions, education, intuition, and so on. So everyone's results will likely be different. Estimating the future financial needs of a company is one of the most important uses of forecasting. It can help a company determine its financial future by estimating future sales, capital required for future product development, future expansion costs and other cost estimates used to estimate future costs. Proper forecasting can reveal important information about future income and expenses. By having an estimate of the funds coming in and going out of the organization over a certain period of time, company management can make future plans more efficient and accurate. In general, there is a research preparation step using a Systematic Literature Review (SLR) approach by following the basic implementation guidelines on how an article is selected, evaluated, analyzed, and interpreted, in research. In conducting a literature review, several steps must be taken so that the implementation is systematic and directed (Kurnia and Ancient 2021) as follows in Figure 1:
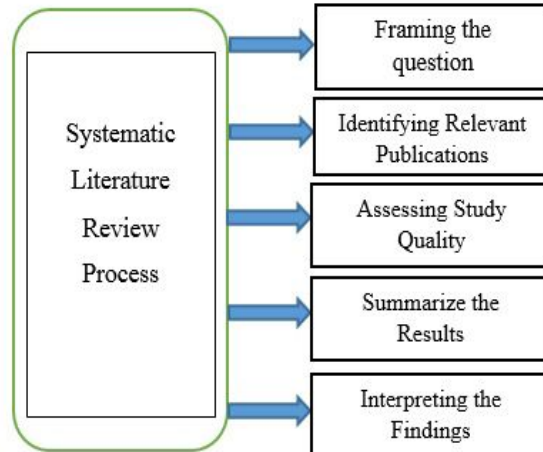
Figure 1. System Review Methodology
Source: Narottam Das (2016)

4. Data Collection

The literature or journals used in this study were obtained from several sources, such as Google scholar, Academia, Proquest, Elsevier. A platform to access for complete and easy reference searches, such as journals, books, scientific works and articles from academic publishers, universities, and academic organizations. The author finds references to online transportation analysis in people's lives in this platform of 40 journals by considering the year of publication of the journal (Figure 2).
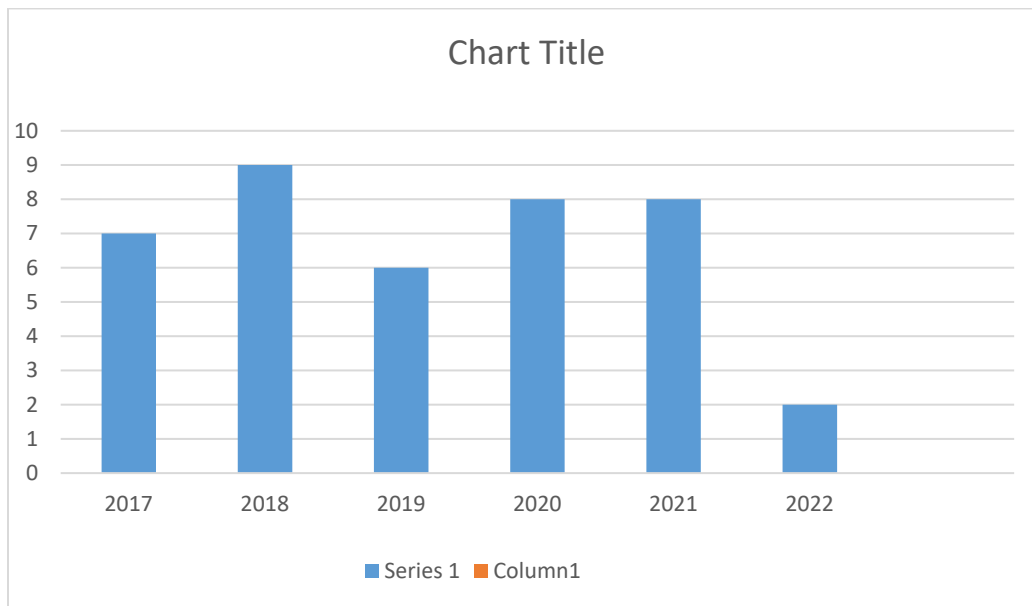

Figure 2. Journal publications by year of publication (2017-2022)
Source : Google Schoolar, Proquest, Elsevier, Academia, and self- managed.

Based on all the journals and articles studied, the researcher compiled and divided 40 journal articles on the topic of online transportation analysis into six groups sorted by year of publication from 2017 to 2022 which is depicted in the following Figure 3:
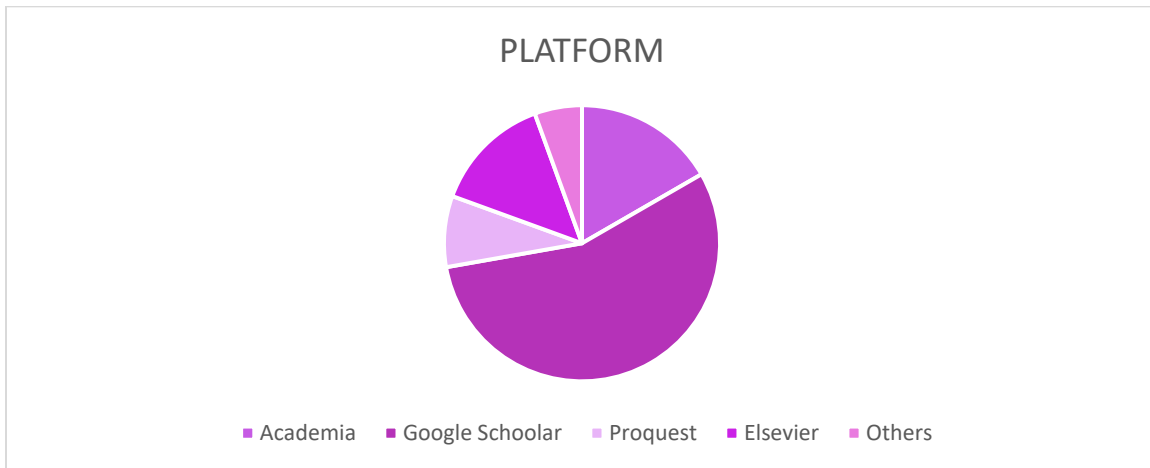

Figure 3. Platfrom search journal.
Source: Self-managed

Through the diagram above, in 2017-2022, several journal articles used a research method in the form of a systematic literature review (SLR). The SLR method is used for research that focuses on ongoing problem analysis to obtain a more complete information structure, so that it can produce systematic, explicit, and reproducible research to facilitate researchers in identifying problems, evaluating, and synthesizing published scientific works. The existence of this data collection method was obtained from journals that match these criteria, indicating that the synthesis of these journals is one of the references in data collection. (Kartik, 2021). At this stage, the data needed in the research is collected for further analysis. The following are the steps for data collection:

1. Visit the site https://scholar.google.co.id/.
2. Enter the keyword "customer satisfaction on online transportation".
3. In "Custom range", enter 2014 in the first box and 2019 in the second box. Thing
This indicates that the selected journal paper range is from 2014-2019

5. Discussion
5.1 The determinants of consumers in choosing online transportation vehicles over conventional transportation.
Public perception in the use of online transportation (Ratna, 2018). Public perception is proven that it can affect the view of online transportation. Because online transportation provides services to the community, starting from the performance and attributes of transportation can affect public perception. Good or bad perceptions that exist in society towards online transportation, depend on the quality of the service itself. The success of a service in the service sector is supported by the performance of online transportation drivers when providing services to the community. The services provided to the community will greatly affect the perception of the community as consumers, both bad perceptions and good perceptions of online transportation. (Johsia, 2019) There are 3 factors that influence consumer loyalty, namely caring, trust, and accumulative satisfaction (overall satisfaction). Meanwhile, the significant difference between consumer groups using Go-Jek, Grab users, and consumers using the second service is the level of consumer income and the funds spent in a month using online transportation. (Agussalim, 2018) The factors that cause price competition and the many alternative choices for online motorcycle taxi services. This makes consumers more selective, consumers will choose one of the alternative options according to what they want. Anticipating this situation, online motorcycle taxi companies must be able to create quality service and appropriate prices in order to create customer satisfaction. The results of this study indicate that price has an effect on consumer satisfaction and

service quality has a positive but not significant effect. Companies should increase price promotions in order to compete with other competitors, the quality of services provided by competitors to customer satisfaction is further improved (Wibisono, 2017). The factors that influence consumers to use Go-Car services can be grouped into four. The four factors are price (efficient), convenience (safety, simplicity, practicality), profit (sales promotion) and psychological factors (motivation). (Purbohastuti, 2018) Factors that influence consumer decisions in using online transportation. Where the object of research is D3 Marketing Student at Sultan Ageng Tirtayasa University in 2015, 2016 and 2017. This research is descriptive and tends to use analysis. Samples were taken as many as 15 people. The choice of online transportation is influenced by several factors, including price, practicality and efficiency, quality of service and safety. The use of private transportation in the city of Palembang needs to be reduced to overcome the problem of congestion, one of which is by using public transportation when traveling. There are two types of public transportation in the city of Palembang, namely conventional public transportation and online public transportation. . From this study also get the results of sensitivity analysis on the selection of public transportation modes. The results of the sensitivity analysis that have been carried out show that online public transportation is still a priority in the selection of public transportation modes in the city of Palembang. (Ali, 2018) This research is based on the background that the development of the world of transportation is starting to develop rapidly, especially land transportation. This development is due to the increasing number of users of transportation services in line with the increasing number of needs from the public. So this problem has been regulated in Law no. 22 of 2009. The formulation of the problem raised in this study is what factors are considered in the use of online motorcycle taxi services. This study aims to determine what factors are considered in the use of online motorcycle taxi services. The results of the study of the factors that are considered in the use of online motorcycle taxi services (GO-JEK) show that the Go-Jek stimuli that influence a consumer in considering using a Go-Jek are Product, Price, and Service. Internal factors that influence a consumer in considering using go-jek services are Perception, Motivation and Involvement, Knowledge and Lifestyle. Social factors that influence consumers in considering using go-jek services are Status, Starata and Economy. Meanwhile, the physical environment and time factors that influence consumers in considering using Go-Jek services are not having a private vehicle, other transportation is more expensive, and other transportation is not practical and hygienic. (Mukaromah, 2019) This study aims to find out and describe how the impact of the existence of online transportation on the socio-economic conditions of conventional transportation in the city of Kediri. From the results of research conducted starting in March 2019 shows the arrival of online transportation in the City of Kediri has an impact on the socio-economic conditions of conventional transportation, namely a decrease in the income of conventional transportation drivers caused by fare problems, shifts in passenger interest. (Rizky, 2017) Internal perception factors (perceived ease of use), external influences (subjective norms), innovation characteristics (compatibility), perceived enjoyment and service variations affect the behavioral intentions of online transportation service users in Indonesia (Serlin, 2022). The most influential factor on customer satisfaction is service quality. The results obtained in this study are expected to provide information so that business actors providing online transportation services continue to improve the quality of their services so as to increase customer satisfaction which results in re-use of these services.

5.2 The importance of online transportation for people's lives.

Today's society needs something instant and practical to support their lives (Ikhsan, 2021). The emergence of online applications or mobile applications was created to overcome the problems that exist in society, such as online transportation (Widiyatmoko, 2018). The development of online transportation has presented a challenge to the public policy sector to be able to keep up with the development of information technology. However, the government as a regulator seems stuttering in finding agile regulations to deal with the online transportation phenomenon. This article will describe the dynamics of online transportation regulatory policies and their impact on society. To date, at least three revisions or improvements have been made to the Regulation of the Minister of Transportation (Permenhub) which regulates online transportation, namely Permenhub No. 32 of 2016, Permenhub No. 27 of 2017 and the Minister of Transportation 108 Years 2017. However, there are still pros and cons related to online transportation due to the lack of a more integrated and comprehensive policy that involves various relevant ministries and institutions to formulate and implement policies on online transportation. Therefore, the involvement of various actors and interest groups needs to be given better attention, because they are the ones who will receive the impact of the policy and implement the policy themselves. Moreover, digital society that uses information technology assistance to carry out their daily activities has different characteristics from the conditions of the previous society. Online transportation has succeeded in driving social change at three levels, namely the individual level, the inter-individual level and the community level (Ratna, 2018). Public perception of the use of online transportation (GRAB) has a significant and

positive effect. Public perception is proven that it can affect the view of online transportation. Because online transportation provides services to the community, starting from the performance and attributes of transportation can affect public perception. Good or bad perceptions that exist in society towards online transportation, depend on the quality of the service itself. The success of a service in the service sector is supported by the performance of online transportation drivers when providing services to the community. The services provided to the community will greatly affect the perception of the community as consumers, both bad perceptions and good perceptions of online transportation (Karina, 2020). Good service can attract people to use online transportation, meaning that if online transportation provides good service to users, it will make them use online transportation for the next day. Most people only use online transportation if they get a promotion, 58 percent say the promotion is very profitable for consumers, 30 percent agree, and only 12 percent disagree (Furqan, 2020). The presence of online application-based transportation has a positive impact on meeting transportation needs that are practical, safe, comfortable, and cheap, on the other hand online transportation has an impact on conventional transportation, namely conventional rickshaw drivers. The income of pedicab drivers has decreased orders so that the income of the handyman deposits conventional rickshaw decreases every day (Permana, 2019) The use of online transportation by millennials. The variables used in this study are based on the technology acceptance model (TAM) proposed by Davis (1989). The variables in this study can be adapted from this model, namely perceived usefulness, perceived ease of use and also the addition of a new variable from the motivation model, namely perceived enjoyment. The results of this study state that perceived benefits, perceived ease of use, and perceived enjoyment have a positive effect on the use of online transportation by millennials (Permana, 2021). Three factors are attractive for Sociology Students, Faculty of Social Sciences, Makassar State University to use online transportation, namely (1) Flexibility Factors (2) Measurable Factors. (Adhi, 2017) As a peer-to-peer (P2P) online transportation phenomenon in Indonesia, this article replicates the research by Tussyadiah (2016) to examine consumer satisfaction and future intentions in different industrial contexts for generalization purposes. The results of 115 respondents concluded that enjoyment and economic benefits are determinants of satisfaction while satisfaction itself mediates these variables on future intentions. (Shilvia, 2017) It was found that the three best aspects for online transportation services are cognitive perception, ease of use, and website innovation perception. (Yuliana, 2020) The presence of online transportation has a significant positive effect on the construct of Welfare directly. the existence of online transportation has a significant positive effect on the construction of reducing the unemployment rate directly (Syah, 2020). This study aims to examine and reveal deeply about social actions that influence people in choosing online transportation as a transportation choice. The existence of a breakthrough in online application-based transportation that combines transportation services with communication technology in the world of transportation, makes people have to determine which transportation is most suitable for their needs for mobility. (Rifaldi et al. 2019) This study uses two variables, namely the service quality variable as an independent variable using five research indicators, namely Tangibles, Reliability, Responsiveness, Assurance, and), and Empathy (Empathy). And the variable of customer satisfaction as the dependent variable (bound) using five research indicators, namely Product Quality, Service Quality, Emotional, Price, and Cost. Based on the results of a simple correlation analysis, the correlation is 0.641, which means that there is a moderate relationship with a positive relationship because the R value is positive. Meanwhile, based on the results of the determination index, the percentage of the influence of service quality on customer satisfaction is 41.1%, which means that it shows a very strong relationship.

5.3 Impact of online transportation for society.

The impact of the existence of online transportation on the socio-economic conditions of conventional transportation. This type of qualitative research with descriptive analysis method, by specifying 11 informants. The results of research conducted starting in March 2019 show that the arrival of online transportation in the City of Kediri has an impact on the socioeconomic conditions of conventional transportation, namely a decrease in the income of conventional transportation drivers caused by fare problems, shifts in passenger interest. (Sarbeni et al. 2021) The impact of online motorcycle taxis on social welfare for people who become GOJEK drivers is more beneficial because the income received by drivers is greater than the income in their previous job or unemployed. This is the cause of worker mobility and has an impact on increasing the social welfare of drivers (Huda et al. 2021). The impact of online transportation services has a direct effect on job opportunities for the people of Mojokerto city and affects the economic welfare of the people of Mojokerto city through job opportunities (Alfadri 2018). The existence of online transportation has a significant positive effect on the unemployment rate, which directly affects welfare significantly through the unemployment variable (Arynovebryana et al. 2022). The results show that the presence of online transportation in Palangka Raya City has an impact on the income of conventional city taxi drivers, namely a decrease in the income of conventional taxi drivers caused by fare problems, convenience, security and shifts in passenger interest. The

existence of online transportation services in Palangka Raya City has an impact on city taxi drivers (angkot) which causes them to experience a decrease in passenger interest.

6. Conclusion
Online transportation is an internet-based transportation service that can be accessed through applications on smartphones, this is due to the times and technological advances that are growing rapidly. The existence of transportation breakthroughs based on Go-Jek, Grab, and Bluebird online applications that combine transportation services with communication technology in the Indonesian transportation world, makes people have to determine which transportation is most suitable for their needs for mobility.

7. Suggestions
Transportation in Indonesia has greatly helped the community as a mobility solution that is easy to access using a smartphone, but it is better to continue to maintain quality and comfort for its consumers. Transportation in Indonesia must also continue to develop to always be updated according to what consumers need, such as in terms of comfort and safety, and there needs to be comparisons and implementation of foreign systems that are compatible with Indonesia. In addition, Indonesia should use foreign parties as opponents to compete to improve public services.

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