

## **CHAPTER FIVE**

### **CONCLUSION AND RECOMMENDATION**

This chapter will present conclusions and recommendations based upon the research conducted.

#### **5.1. Conclusion**

The Independent variable “Application Functionality” and the dependent variable “Customer Satisfaction” of ride hailing services (Go-Jek and Uber) are not statistically significant. Based on the finding results out of 5 sub variables of Go-Jek, Indonesia only two of them were below P value threshold of 0.05 while those of Uber, out of 5 sub variables, only 3 sub variables were below the P value threshold of 0.05.

The Independent variable “Usefulness of ride hailing services” and the dependent variable “Customer Satisfaction” are not statistically significant. Based on the findings, all 5 sub variables of Go-Jek were above the P value threshold of 0.05 while 3 sub variables out of 5 sub variables of Uber were below P value threshold value of 0.05.

The study theories support the strategies used in developing products within the application of those two ride hailing companies in creating Blue Ocean. From the theory of Rate of Adoption where it has expressed on how the services has started

been accepted in the market to the point right now where people has found its importance. Also, the theory of Generic strategies it has explained on how the study managed to blend both cost leadership and differentiation strategies that the companies were using to manage their operation within the market ground. And last was the discussion of the Blue Ocean strategy, where the study has explained on all the issues related to how it has managed to solve the pain of the customers as well as for them to grow more in the competitive market.

## **5.2 Recommendation**

Both ride hailing services used in this study need to continue actively investing in technology. Because technology is rapidly changing along with changing social trends and expanding customer expectations, further research should be conducted by these companies to better understand how to use these technological advancements in creating more services and customer demand.

The analysis of this study indicated that, these two ride hailing companies need to continue further research and development in regards to the factors which were not statistical significant. For Go-Jek Indonesia their smartphone application should be of a high professional designed standard, made simpler, user friendly, and to be fast loading. Also multiple languages should be included to cover a larger range of potential customers. In regards to the usefulness of Go-Jek services, they should be

prompt, safer, the fares should be transparent fares and promotions should be available to users who pay using cash. For Uber Tanzania customers they want the quick availability of services, the application also need to be simplified and made more user friendly. Some other important features are cashless payments and the addition of other services.

Further recommendation to Go-Jek, is that they need to facilitate the use of other products within its application. The researcher believes that in spite of Go-Jek being very new in the market, but it has proven the high usability of technology through development of its products which have been customize in accordance to the need of its customers. This can somehow prove that the results of Go-Jek customer in relation to transportation were unsatisfactory because majority of customers are fond of other products aside from transportation such as Go-Food, Go-Pay etc.

Also, the researcher believes that, companies that follow these strategies should ripe greater profit and great market share. The growth of these successful companies with their large profit will hopefully allow them to contribute to other broader areas. For example, addressing environmental issues and providing societal benefits such as greater employment opportunities.

Lastly, to the Policy makers and regulators also need to be actively involved by looking at the current rules, regulations and laws which are in place to ensure that

they are applicable to the evolving industry. If they are not current doing so, this needs being given a priority in the near future.

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