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Comparison of Twitter Users' Perception of Content Marketing Effectiveness and Service Quality in Two Online Transportation

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Abstract: Along with digital developments, traditional transportation is transformed into online transportation. Online transportation service provider companies that are currently being used by the public are Gojek and Grab. Behind the convenience and speed of ordering a motorcycle taxi via the application, online transportation users still complain about the services and offers provided. This study aims to find out and analyze the perceptions of online transportation users who are also users of social media, especially Twitter, regarding service performance and marketing content that has been carried out by Gojek and Grab. The research method used is a qualitative research method with analysis using Social Network Analysis (SNA) to identify, measure, and analyze the perceptions of Gojek and Grab users on the Twitter application. The study results show that people's perceptions of using Gojek and Grab for online transportation have a significant positive effect. This is shown by the acquisition of visualized data, which provides evidence that there are many interactions between Twitter users about Gojek and Grab. Public perceptions as consumers, both destructive and good perceptions, are proven to influence views of online transportation.

Keywords: Marketing Content; Perceptions of Twitter Users; Service Quality; Transportation Online

INTRODUCTION

In Indonesia, since early 2015, the land transportation service business has begun to transform into application-based transportation services or online transportation such as online taxis. Indonesia has online transportation companies that are popular and ready to serve the public, including Gojek and Grab. The presence of online transportation in society has changed transportation needs public. If people first used traditional motorcycle taxis, now people have switched to motorcycle taxis online (Riskyanto, 2019). Online transportation uses the internet in its operational activities, such as ordering services, tracking routes, making payments, and giving evaluations or ratings to services that have been given. Changing the mode of transportation from traditional to application-based transportation available on smartphones is becoming a thing people are interested in. This is one form of social change in society that needs convenience in transportation (Musdalifah, 2020).

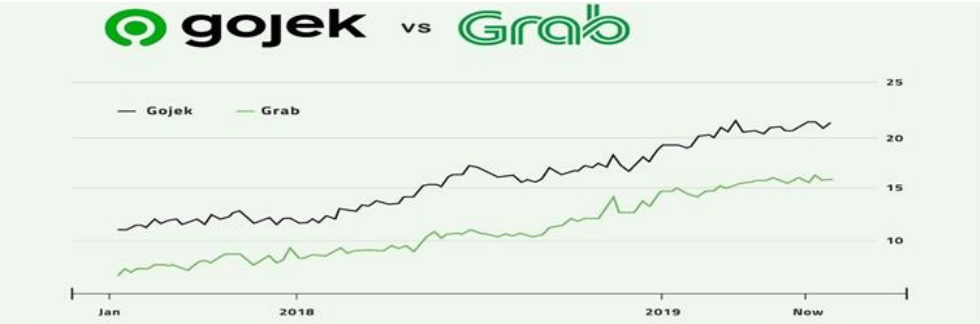

Figure 1. Presentation User Transportation Online in Indonesia
Source: DailySocial.id (2022)

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Advertising is an indirect message that provides information about the benefits or advantages of a product and is made as attractive as possible to attract consumers to buy or use the services offered. Companies create and advertise to increase the demanding consumer for purchase (Wahyuningtyas et al., 2018). Gojek and Grab have their advertising characteristics because they realize that advertising is significant for business, especially with the increasingly fierce consumer attention competition (Wahid Putro Nugroho et al., 2021).

Gojek and Grab also provide promo codes; this is intended so that consumers can use them to save on product purchases or provide more value than the total number of transactions. A promo code is a promotional method in a combination of letters and/or numbers that provides added value, such as discounts, free shipping, gifts, buy one get one free, vouchers, and cashback. This promo code has Terms & Conditions that apply (Anggraini & Budiarti, 2020).

Service quality is an activity that cannot be seen but can be felt, which happens as form exists, solving interaction problems. For a company operating in the service industry, providing quality service to customers is a must if the company wants to succeed. Service quality is built on exists comparison of the two main factors, namely customer perceptions of the services they receive (perceived service) with service which indeed expected (expected service) (Apriliyanto et al., 2018).

Research conducted by Ratna Tri Hardaningtyas contains public opinion regarding the use of online transportation (Grab), which can influence online transportation assessments based on the good or bad quality of service drivers provide (Hardaningtyas, 2018). Meanwhile, the research conducted by Sandyasari N et al. was concerned with comparing the effect of the promotion mix, trust, and marketing experience on customer loyalty for Gojek and Grab. The study shows that marketing experience has the strongest and dominant influence on customer loyalty (Sandyasari, 2020).

This study uses the Social Network Analysis (SNA) method by collecting Big Data or Crawling Data from Twitter to evaluate public perceptions of marketing content and service quality from online transportation applications Gojek and Grab. Researchers are motivated to review previous research, compare the effectiveness of content marketing and the quality of service provided by the two applications and uncover problems that consumers still face, such as difficulty getting promo codes and long times when ordering drivers. The object of this research was chosen because of the increasing public need for online transportation, and all people can take advantage of Gojek and Grab transportation services.

METHODS

The type of research used is qualitative, using the Social Network Analysis method (SNA). The SNA (Social Network Analysis) method models users using symbols, dots, and interactions between these users, denoted by lines, and indeed requires analysis that can provide new ways to understand individuals or society in their patterns of social interaction. SNA can also use the network model of organizations and people directly connected to the environment (Bratawisnu & Alamsyah, 2018). The source of data collected by researchers is secondary data, which is processed first with the method of gathering data analysis on social media. Technique This is called crawl data. The research subjects are all social media users, as well as Gojek and Grab users who comment on the Twitter app, Which later will be taken the information. The object of research is a connection of media hashtags and social Twitter to content Gojek and Grab. Location study is application Twitter. At the same time, the purpose of this study is to dig deeper and complement previous research on the effectiveness of marketing content and the quality of service provided by Gojek and Grab on customer satisfaction

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as reviewed via social media Twitter. There are nine stages done by the researcher, between other :

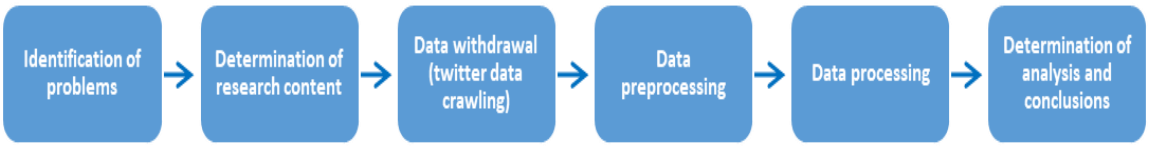

Figure 2. Research Flow
Source: Data that has been processed by the author (2023)

Identifying a problem is the stage first which must do that is from a search and determination of a problem topic that will be used as an object of research so that what can be seen only influence Twitter social media through hashtags and keywords with the approach method social network analysis (SNA). Determination of research content, namely the stage in which the researcher determines the content to be used for the study to Gojek and Grab in Twitter like advertisements, code promo, and quality service (expected service And perceived service) will be a deep focus of this research. After determining the research content, the crawling of Twitter data can be carried out. The process of crawling Twitter data is extracting data from social media; namely, Twitter collected into one for analysis in a study. Starting from operating supporting applications such as Jupyter Notebook and Gephi, then entering keywords such as "ads," “promo code,” "perceived service," and "expected service". After that, withdrawals can be made data use coding, which shaped text with the especially formerly arranged format. The process next is to extract the Twitter data set, which contains a total of 100 more. This is a dataset where the original data is a dataset of 100+ datasets, which are then scanned and filtered (Ramadhan, 2020). Stages next are preprocessing data which is changing data that still format j. son become format .csv with objective data which collected become tweets the will did filtering and normalize say- which word no raw with use help stopword. id. Step furthermore is to process data tweets interaction between user Gojek and Grab using Wordij to produce format files from excel, net, .stp, and st. Then visualize data using Gephi so that network property value data can be calculated using the method of Social Network Analysis (SNA). This cluster uses the word "advertisement," "code promo,” "perceived service," and "expected service." This word is a word with the highest frequency of occurrence relevant to the topic study compared to, say, others. Then, search data in tweets with words that often appear and are relevant to the topic study (Putri et al., 2019). The following process is to carry out an analysis of the data that has been obtained and processed so that it can be known the magnitude of the influence of data on other data between advertisements, promo codes, and quality service (expected service and perceived service). The last process is concluding. This process shows whether the Social Network analysis method was carried out via Twitter social media by crawling data on Jupyter notebooks and data visualization in Gephi affects profitability between companies and individuals. This process contains the summary of research results conducted by researchers to facilitate deep reader understanding, which means and results of the study.

RESULTS AND DISCUSSION

Marketing and service quality content data are obtained from data collection (crawling), which results in the number of tweets:

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Table 1. Withdrawal of Marketing and Service Quality Content Data

Content	Online transportation company	Year	Amount of data
Advertisement	Gojek	2018-2022	3,021
	Grab		1,516
Promo code	Gojek	2018-2022	2,671
	Grab		4,474
Perceived service	Gojek	2018-2022	5,731
	Grab		6,645
Expected service	Gojek	2018-2022	1,775
	Grab		12,437

Source: Data that has been processed by the author (2023)

Table 1 shows that the number of tweets obtained from the results of data collection (crawling) of tweets with the keywords to be studied focuses on content marketing and service quality. This research collects data from 2018-2022 using an application called Jupyter Notebook (Anaconda). Promotional content data was obtained from 3,021 Gojek advertising keywords and 1,516 Grab advertising keywords. Furthermore, there are 2,671 data for Gojek promo code keywords and 4,474 for Grab promo code keywords. Service quality data was obtained from 5,731 Gojek perceived service keywords and 6,465 data from Grab perceived service keywords. Then for the expected service keywords, Gojek obtained 1,775 data, and for the expected service Grab keywords, as many as 12,437 data.

Table 2. Results of Data Processing Using Wordij

Focus	Online transportation company	Year	The Total Number of Words	Unique Word	Average Amount
Advertisement	Gojek	2018-2022	16,471	1,169	28.542617
	Grab		8033	618	25.924905
Code Promo	Gojek	2018-2022	19,684	817	43.044711
	Grab		30,344	1,209	46.099602
Perceived Service	Gojek	2018-2022	46,056	2,493	36.350138
	Grab		49,434	3,047	32.439627
Expected Service	Gojek	2018-2022	10.228	807	24.688336
	Grab		194,036	6,402	59.304207

Source: Data that has been processed by the author (2023)

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Table 2 is the result of data processed using the Wordij tool, and it states the total number of words, the number of unique words, and the average number of all words per unique word. Based on the data, Gojek's advertising content obtained 16,471 words, 1,169 unique words that appeared, and an average number of 28.542617. Gojek promo code content has 19,864 words, 817 unique words that appear, and an average number of 43.044711. Gojek's perceived service content obtained 46,046 words, 2,493 unique words that appeared, and an average number of 36,350138. Gojek's expected service content has 10,228 words, 807 unique words that appear, and an average number of 24,688336. The Grab ad content obtained 8,033 words, with 618 unique words that appeared, and the average number is 25.924905. Grab promo code content has 30,344 words, 1,209 unique words that appear, and the average number is 46.099602. Content Grab's perceived service obtained a total of 49,434 words, with 3,047 unique words that appeared, and the average number is 32.439627. Grab's expected service content has a total of 194,036 words; the unique words that appear are 6,402, and the average number is 59.304207.

From the explanation above, it can be concluded that in the section on the total number of words and unique words that have the highest value is expected service Grab content with a total number of 194,036 words, the number of unique words is 6,402 and, the number of average amounts is 59,304207.

The following is the visualization result of the Gojek network in 2018–2022, with a focus on advertising content, promo codes, perceived service, and expected service, as follows:

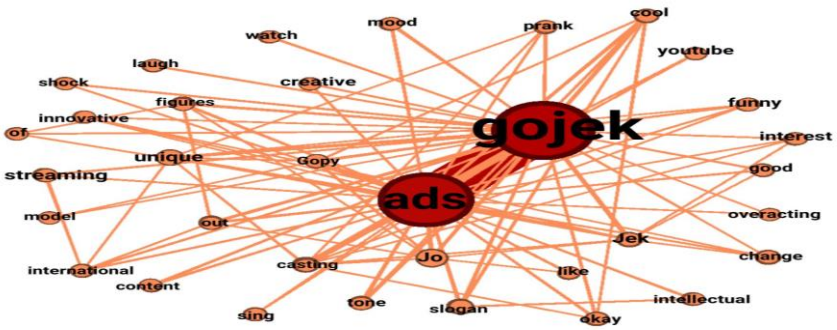

Figure 3. Network visualization image for Gojek advertising content in 2018-2022
Source: Data that has been processed by the author (2023)

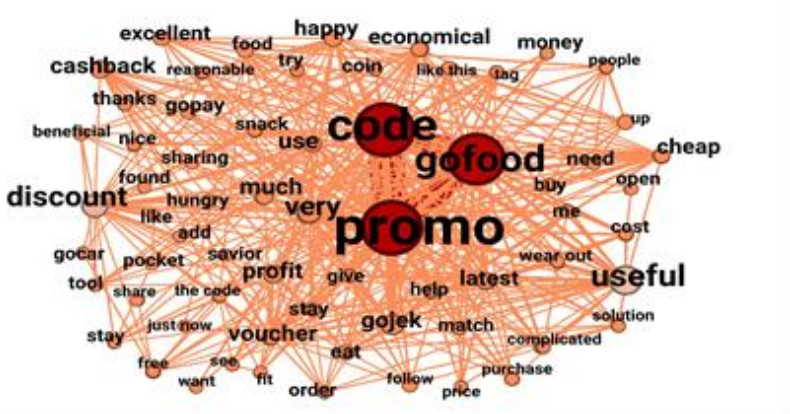

Figure 4. Network visualization image for Gojek promo code content in 2018-2022
Source: Data that has been processed by the author (2023)

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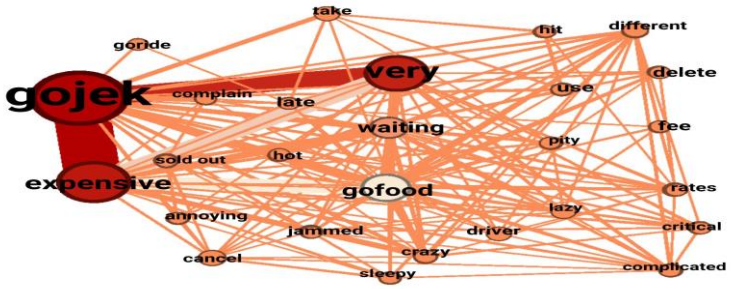

Figure 5. Network visualization image for Gojek perceived service in 2018-2022
Source: Data that has been processed by the author (2023)

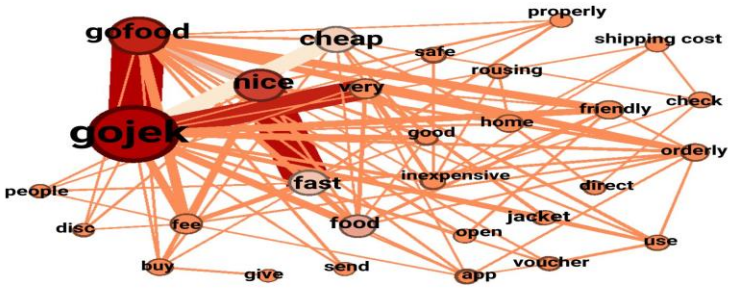

Figure 6. Network visualization image for Gojek's expected service in 2018-2022
Source: Data that has been processed by the author (2023)

The network visualization image shows that Twitter users discussed advertisements, promo codes, perceived service, and expected service at Gojek in 2018 – 2022. In the Gojek advertisement network, there are two major networks, and the promo code network has three major networks. The perceived service network has three major networks, and the expected service network has two major networks. The major network indicates that the tweet's discussion has the right and appropriate content. From the data processed by the researchers, it can be seen that the calculation of ad network properties, promo codes, perceived service, and expected service at Gojek in 2018-2022 is as follows:

Table 3. Results of Gojek Network Properties in 2018-2022

Network properties	**Mark**			
	Advertisement	**Promo code**	***Perceived service***	***Expected service***
Nodes	323	1043	509	690
Edges	227	920	388	1281
Average Degree	1,406	1,764	1,525	3,713
Average Weighted Degree	10,904	18,405	17,277	54,525
Network Diameters	5	6	6	6
Modularity	0,406	0,141	0,128	0,228

Source: Data that has been processed by the author (2023)

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In the table above, the node network properties explain how many users or "actors" use keywords to interact on social media. In the Gojek network in 2018–2022, there were 323 nodes for the advertising content category, 1043 nodes for the promo code category, 509 nodes for the perceived service category, and 690 nodes for the expected service category. The greater the number of nodes, the more users or actors discussing appropriate content.

Furthermore, the network property edge is a network or line that connects nodes and describes how much discussion is between nodes. In the Gojek network in 2018–2022, there are as many edges as 227 for the advertising content category, 920 for the promo code category, 388 for the perceived service category, and 1281 for the expected service category. The greater the number of edges, the more connections there are between nodes, so the distribution of data is even better.

The average degree is the average degree of the number of links that connect between nodes. Within the Gojek network in 2018–2022, there was a moderate degree of 1,406 for the category of advertising content, 1,764 for the promo code category, 1,525 for the perceived service category, and 3,713 for the expected service category. The greater the average degree that is owned, the faster and easier the dissemination of information.

The average weight degree is a network property that describes the average number of link weights that connect nodes to nodes in a graph in a network. Within the Gojek network in 2018-2022 generates an average weight degree of 10,904 for the advertising content category, 18,405 for the promo code category, 17,277 for the perceived service category, and 54,525 for the expected service category. The greater the average weight degree number, the better because it means having a good average speed of information dissemination.

The diameter network property is the maximum or longest distance in a network. The Gojek network in 2018-2022 shows a network diameter of 5 for the advertising content category, 6 for the promo code category, 6 for the perceived service category, and 6 for the expected service category. The shorter or smaller the diameter, the easier and faster the information about the content is spread. So that the short diameter makes the information step not take much time.

The modularity network property describes how strong a group is in a network. The Gojek network in 2018-2022 shows a modularity of 0,406 for the category of advertising content, amounting to 0,141 for the promo code category, amounting to 0,128 for the perceived service category, and 0,228 for the expected service category. The greater the modularity in a network, the better, meaning that the groups formed in the network have solid relationships.

The visualization results of the Grab network in 2018-2022, with a focus on advertising content, promo codes, perceived service, and expected service, are as follows:

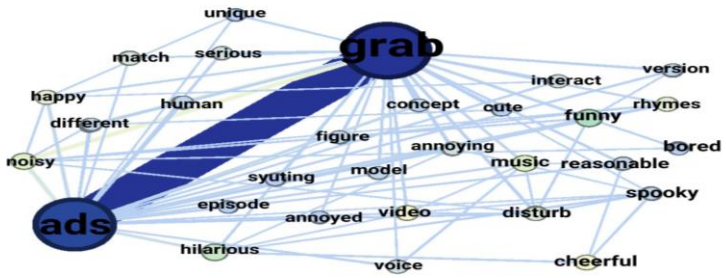

Figure 7. Network visualization image for Grab ads in 2018-2022
Source: Data that has been processed by the author (2023)

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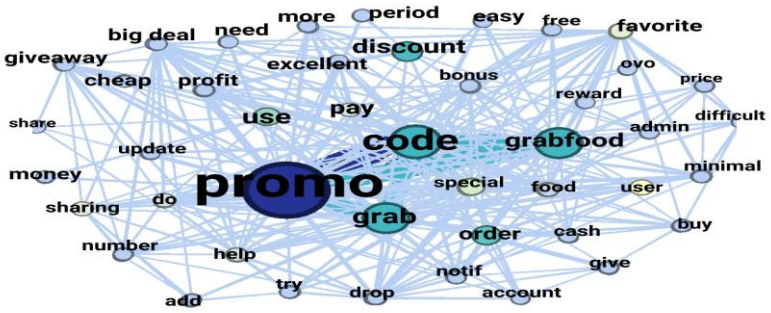

Figure 8. Network visualization image for Grab promo codes in 2018-2022
Source: Data that has been processed by the author (2023)

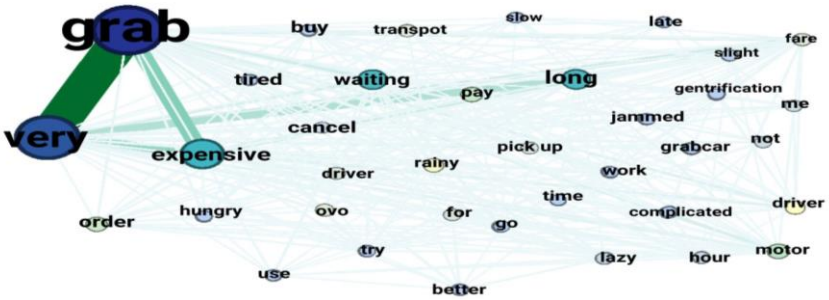

Figure 9. Network visualization image for Grab's perceived service in 2018-2022
Source: Data that has been processed by the author (2023)

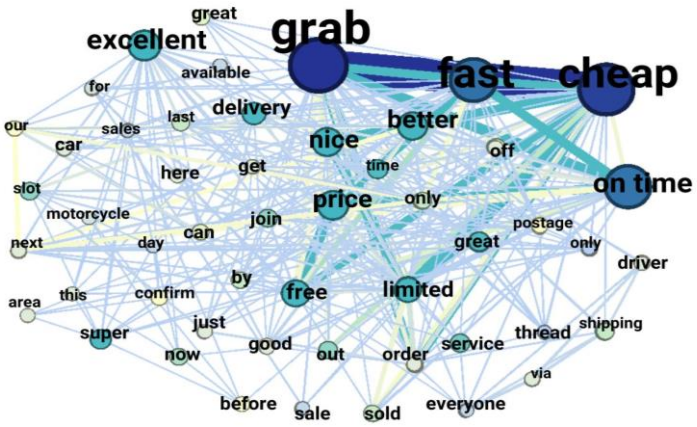

Figure 10. Network visualization image for Grab's expected service in 2018-2022
Source: Data that has been processed by the author (2023)

The network visualization shows that Twitter users discussed advertisements, promo codes, perceived service, and expected service on Grab in 2018–2022. In the Grab advertising network, there are two significant networks and then the Promo Code network has four major networks. The perceived service network has three major networks, and finally, the expected service network has four major networks. The central network indicates that the tweet's discussion has the right and appropriate content. From the data processed by the researcher, it can be seen that the calculation of ad network properties, promo codes, perceived service, and expected service in Grab in 2018-2022 are as follows:

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Table 4. Results of Grab Network Properties in 2018-2022

Network properties	Mark			
	Advertisement	**Promo code**	***Perceived service***	***Expected service***
Nodes	323	848	278	1452
Edges	227	1704	204	1175
Average Degree	1,406	4,019	1,468	1,618
Average Weighted Degree	10,904	64,047	14,899	18,091
Network Diameters	5	6	7	7
Modularity	0,406	0,218	0,135	0,141

Source: Data that has been processed by the author (2023)

The table above shows the properties of the network nodes, explaining how many users or "actors" use keywords to interact on social media. In the Grab network in 2018–2022, there were 323 nodes for the advertising content category, 848 nodes for the promo code category, 278 nodes for the perceived service category, and 1452 nodes for the expected service category. The greater the number of nodes, the more users or actors discussing appropriate content.

Furthermore, the network property edge is a network or line that connects nodes and describes how much discussion is between nodes. In the Grab network in 2018–2022, there are as many edges as 227 for the advertising content category, 1704 for the promo code category, 204 for the perceived category, and 1175 for the expected service category. The greater the number of edges, the more nodes connect, so the data distribution is even better.

The average degree is the average degree of the number of links that connect between nodes. Within the Grab network in 2018–2022, there was an average degree of 2,962 for the advertising content category, 6,961 for the promo code category, 3,332 for the perceived service category, and 10,081 for the expected service category. The greater the average degree that is owned, the faster and easier the dissemination of information.

The average weight degree is a network property that describes the average number of link weights that connect nodes to nodes in a graph in a network. Within the Grab network in 2018–2022, it generated an average weight degree of 1,406 for the advertising content category, 4,019 for the promo code category, 1,468 for the perceived service category, and 1,618 for the expected service category. The greater the average weight degree number, the better because it means having a good average speed of information dissemination.

The diameter network property is the maximum or longest distance in a network. The Grab network in 2018–2022 shows a network diameter of 5 for the advertising content category, 6 for the promo code category, 7 for the perceived service category, and 7 for the expected service category. The shorter or smaller the diameter, the easier and faster the information about the content is spread. So that the short diameter makes the information step not take much time.

The modularity network property describes how strong a group is in a network. The Grab network in 2018–2022 shows modularity of 0,406 for the advertising content

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category, 0,218 for the promo code category, 0,135 for the perceived service category, and 0,141 for the expected service category. The greater the modularity in a network, the better, meaning that the groups formed in the network have solid relationships.

Comparison of Marketing Strategy Content Between Gojek and Grab Regarding "Advertising"

The visualization results of Gojek's "advertising" content show that Gojek makes advertisements with very creative concepts. This is evidenced by the responses of Twitter users who discussed several figures in Gojek advertisements, such as Jo and Jek, Jo Clever, Gopy, and so on. Gojek not only makes advertisements with human characters but also makes animated advertisements to attract more consumers' attention. Ads with unique concepts and funny storylines are the hallmarks of Gojek's advertisements. This is one of Gojek's efforts to innovate in terms of advertising. In addition, Gojek also offers various services that customers can easily choose from. Gojek offers several variations of services that can make it easier for customers. The conveniences provided by Gojek make customers feel comfortable and eventually switch to using its services (Kevin et al., 2019). The visualization results of Grab's "advertising" content show that Grab makes ads with serious but funny concepts. This is proven by the responses of Twitter users through the words excellent, cute, and funny. Similar to Gojek, Grab not only makes advertisements with human figures but also makes animated advertisements so that they can attract more consumers' attention. Consumers enjoy the Grab ad because the music behind it is attractive, and the music in the ad matches the visual displayed; in the ad, the music that is given seems unique and different because the piano strains follow the rhymes hurled by the ad actor. Consumers also order GrabBike/GrabCar after seeing Grab advertisements as a form of response by interacting with Grab, and this response is considered by the expectations of the Grab company when delivering Grab advertisements (Bachtiar, 2021).

Based on the results of these discussions, it can be concluded that consumers often discussed Gojek's "advertising" marketing strategy compared to Grab's "advertising" marketing strategy. This is due to the many responses of Twitter users to Gojek's "advertisement" promotions for showing Gojek advertisements that often appear and are considered creative. Gojek is still the talk of Twitter users. This is because Gojek always makes updates when making advertisements. Innovative, funny, and interesting Gojek advertisements make it easy for audiences to understand the implied message so that not a few people review this Gojek advertisement on social media.

Comparison of Marketing Strategy Content Between Gojek and Grab Regarding "Promo Codes"

The visualization results of Gojek's "promo code" content show that Gojek offers promo codes to customers. Gojek often provides discount programs and the provision of promo codes to Gojek users where later the discount or promo code can be used after purchasing a certain amount. Gojek also groups consumers to help management determine promos and bring products closer to consumers so that Gojek can meet consumer needs precisely. Using promo codes can be a solution for Gojek to deal with price-sensitive consumer behavior. The visualization results of Grab's "promo code" content show that Grab also uses the same strategy as Gojek, namely, offering promo codes to customers. Grab's goal in providing promo codes is to increase purchasing power through discounts to create a sense of loyalty in consumers. This is proven by the response of Twitter users who discuss freebies, rewards, and bonuses. If a consumer frequently uses the Grab application, the consumer will receive a notification containing a promo code in the form of a discount for each order in the Grab application.

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Based on the results of the discussion and the data obtained, it can be concluded that consumers often talk about Grab's "promo code" marketing strategy compared to Gojek's "promo code" marketing strategy. This is because the marketing strategy of using promo codes is considered ineffective by Gojek in increasing repurchase decisions. Gojek needs to start using promo codes to increase brand awareness and repurchases. However, using promo codes may provide an opportunity for Gojek to gain a higher market share. It will also provide a new brand image for Gojek by demonstrating that it is the cheapest service in the online motorcycle taxi market in Indonesia. This is relevant to the research explaining that Grab has the advantage of promotion through promo codes. The marketing strategy carried out by Grab has been highly effective in capturing Go-Jek customers. This can be seen from the level of Grab users, which continues to increase year over year. The promo strategy uses codes based on area, and events, to subsidize promos, making Grab a superior bargaining value compared to Gojek (Leksono & Herwin, 2017).

Comparison of Service Quality Content Between Gojek and Grab Regarding "Perceived Service"

The visualization results of Gojek's " perceived service " content show that Gojek received ratings from several Twitter users about the quality of service being expensive, lengthy, and jammed. This phenomenon can occur due to several things, for example, when users make orders during peak hours, traffic congestion occurs, fuel prices are high, and so on. The visualization results of Grab's " perceived service " content show that Grab has experienced the same thing as Grab, namely getting ratings from several Twitter users about the quality of expensive, long, and traffic jams. This phenomenon can occur for many reasons, for example, the service is provided or not in the time promised, the response to the extended order process is connected to the customer, it takes a long time for drivers to pick up customers, or when they meet drivers who are not friendly or even impolite, and some GrabCar drivers do not know the customer's delivery location for sure.

Based on the results of the discussion and the data obtained, it can be concluded that consumers often talk about the quality of Gojek and Grab's "perceived service." This is because Gojek and Grab get the same assessment regarding the quality of "perceived service" (service received). Some consumers complain about the quality of service, which takes a long time, is jammed, and is expensive.

Comparison of Service Quality Content Between Gojek and Grab Regarding "Expected Service"

The visualization results of Gojek's " expected service " content show that the quality of Gojek's service matches the assessments of some Twitter users about the quality of service that is safe, tasty, inexpensive, fast, direct, safe, friendly, and orderly. This is relevant to the research conducted by explaining that Gojek drivers always pay attention to the completeness of driving attributes such as Gojek helmets and jackets properly; consumers feel safe because drivers drive their vehicles well and have expertise in driving the vehicle. Hence, they get to their destination safely. Congratulations, Gojek drivers pick up users quickly, and Gojek drivers are always friendly and polite to Gojek users (Irdhayanti & Firayanti, 2019). The visualization results of Grab's " expected service " content show that the quality of Grab's service matches the assessments of some Twitter users about the quality of service is safe, cheap, fast, safe, and sound. This is relevant to the research conducted by explaining that Grab has fulfilled good service quality standards to meet customer expectations and satisfy its customers, Grab drivers have an excellent physical appearance of the vehicle and meet

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roadworthy vehicle indicators, and Grab provides guarantees for good service. It is satisfying and timely because the Grab company provides a suggestion box and a satisfactory assessment of the services provided to consumers after they finish using the shuttle service on the Grab application (Bayu, 2018).

Based on the discussion results, it can be concluded that consumers often talk about the quality of Gojek and Grab's " expected service. " This is because Gojek and Grab get the same assessment regarding the quality of service, "expected service." Some consumers are satisfied with the quality of service provided by Gojek and Grab. This is evident from the many keywords often used in reviewing the quality of Gojek and Grab services, such as fast, safe, comfortable, orderly, and friendly. Based on the amount of data obtained, the quality of Grab's services is more widely discussed than Gojek's.

CONCLUSION

The results of the study using the Social Network Analysis (SNA) method show that the results of a comparison of advertising content in 2018–2022 show that Gojek is superior to Grab because Gojek ads get a lot of positive responses from Twitter users and are considered to be more creative in serving their ads. The results of a comparison of promo code content show that Grab is superior to Gojek because Gojek's promo code marketing strategy is considered ineffective in increasing repurchase decisions, while Grab has the advantage of promo code promotions with better bargaining values. The results of the comparison of "perceived service" quality content show that Gojek and Grab receive the same assessment. However, some customers complain about long, congested, and expensive service quality problems. The results of comparing "expected service" service quality content show that Gojek and Grab compete in providing services that customers expect. However, based on the data obtained, Grab's service quality is more discussed than Gojek's.

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